The 1988 Daily and Sunday Newspaper Audience

Major Demographic Segments

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THE 1988 DAILY AND SUNDAY NEWSPAPER AUDIENCE:

Major Demographic Segments

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Newspaper Advertising Bureau, 1988

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How to Read These Tables

This report is based on a special tabulation of Mediamark Research data for Spring 1988 covering readership of daily and Sunday newspapers. Because of differences in data collection procedures between Mediamark and Simmons Market Research Bureau, the newspaper coverage figures shown are not directly comparable to earlier figures published by the Newspaper Advertising Bureau.

Each of the following pages shows five population bases, which are projected in thousands of adults. On page one, in the first column of figures on the left, these are: total United States (174,900); top 100 ADIs (144,241); top 50 ADIs (116,244); top 100 MSAs (101,566); and top 50 MSAs (79,648).

Under the heading "ADULTS" to the right of the label "Daily Newsp: Total U.S. - Read Any (Gross)", the figure 132,808 in column A indicates that on an average weekday daily newspapers generate 132,808,000 gross impressions. In column B, the figure 75.9 means that this is equivalent to 76 Gross Rating Points, or GRPs.

The figure to the right of the label "1 Issue Reach" is a net rather than a gross figure. In column A the figure 104,282 means that on an average weekday, an estimated 104,282,000 adults read one or more daily newspapers. This represents 60% coverage (59.6% rounded) of all adults, as shown in column B. The figures to the right of "2 Issue Reach" and "5 Issue Reach" are cumulative net reach figures for the specified number of issues.

Column C shows percent composition, or the proportion of total adults. For example, the table on page one shows that men comprise 47.7% of the adult population in the United States, and 49.2% of the average weekday audience ("1 Issue Reach").

The index in column D is based on the relationship of audience composition to the proportion of the total population in that demographic segment, multiplied by 100. For example, under the heading "MEN", 49.2% (the proportion of the weekday audience who are men) divided by 47.7% (the proportion of the adult population who are men) rounds to 1.03, or an index of 103. In essence, this index figure means that men are 3% more likely than the average adult to be members of the weekday audience.

Figures for Sunday newspapers and for the ADI and MSA bases are read in the same way. For further information, contact Charles Lehman of NAB's staff, at (212) 704-4564.

ADULTS

SEX

BASE: ADULTS	TOTAL U.S. '000	ADULTS A '000	ADULTS B % COV.	ADULTS C % ACROSS	ADULTS D INDEX	MEN A '000	MEN B % COV.	MEN C % ACROSS	MEN D INDEX	WOMEN A '000	WOMEN B % COV.	WOMEN C % ACROSS	WOMEN D INDEX	PARENTS A '000	PARENTS B % COV.	PARENTS C % ACROSS	PARENTS D INDEX
ALL ADULTS	174900	174900	100.0	100.0	100	83367	100.0	47.7	100	91533	100.0	52.3	100	60299	100.0	34.5	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	132808	75.9	100.0	100	67755	81.3	51.0	107	65052	71.1	49.0	94	43242	71.7	32.6	94
1 ISSUE REACH	104282	104282	59.6	100.0	100	51295	61.5	49.2	103	52987	57.9	50.8	97	34219	56.7	32.8	95
2 ISSUE REACH	122574	122574	70.1	100.0	100	60027	72.0	49.0	103	62502	68.3	51.0	97	40939	67.9	33.4	97
5 ISSUE REACH	140224	140224	80.2	100.0	100	68296	81.9	48.7	102	71836	78.5	51.2	98	47535	78.8	33.9	98
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	125494	125494	71.8	100.0	100	60978	73.1	48.6	102	64515	70.5	51.4	98	43298	71.8	34.5	100
1 ISSUE REACH	110066	110066	62.9	100.0	100	53108	63.7	48.3	101	56958	62.2	51.7	99	37988	63.0	34.5	100
2 ISSUE REACH	121255	121255	69.3	100.0	100	58129	69.7	47.9	101	63112	68.9	52.0	99	41824	69.4	34.5	100
4 ISSUE REACH	130018	130018	74.3	100.0	100	62065	74.4	47.7	100	67931	74.2	52.2	100	44829	74.3	34.5	100
TOP 100 ADI'S	144241	144241	100.0	100.0	100	68536	100.0	47.5	100	75705	100.0	52.5	100	48879	100.0	33.9	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	87977	61.0	100.0	100	43341	63.2	49.3	104	44636	59.0	50.7	97	28235	57.8	32.1	95
TOP 100 ADI'S 2 ISSUE REACH	102958	102958	71.4	100.0	100	50488	73.7	49.0	103	52427	69.3	50.9	97	33570	68.7	32.6	96
TOP 100 ADI'S 5 ISSUE REACH	117242	117242	81.3	100.0	100	57141	83.4	48.7	103	60009	79.3	51.2	98	38773	79.3	33.1	98
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	92221	63.9	100.0	100	44232	64.5	48.0	101	47989	63.4	52.0	99	31197	63.8	33.8	100
TOP 100 ADI'S 2 ISSUE REACH	101637	101637	70.5	100.0	100	48505	70.8	47.7	100	53123	70.2	52.3	100	34436	70.5	33.9	100
TOP 100 ADI'S 4 ISSUE REACH	108963	108963	75.5	100.0	100	51832	75.6	47.6	100	57116	75.4	52.4	100	36954	75.6	33.9	100
TOP 50 ADI'S	116244	116244	100.0	100.0	100	55234	100.0	47.5	100	61010	100.0	52.5	100	39055	100.0	33.6	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	72187	62.1	100.0	100	35639	64.5	49.4	104	36547	59.9	50.6	96	23042	59.0	31.9	95
TOP 50 ADI'S 2 ISSUE REACH	83607	83607	71.9	100.0	100	41146	74.5	49.2	104	42422	69.5	50.7	97	27072	69.3	32.4	96
TOP 50 ADI'S 5 ISSUE REACH	94486	94486	81.3	100.0	100	46249	83.7	48.9	103	48147	78.9	51.0	97	30991	79.4	32.8	98
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	76305	65.6	100.0	100	36730	66.5	48.1	101	39575	64.9	51.9	99	25685	65.8	33.7	100
TOP 50 ADI'S 2 ISSUE REACH	83735	83735	72.0	100.0	100	40184	72.8	48.0	101	43538	71.4	52.0	99	28177	72.1	33.7	100
TOP 50 ADI'S 4 ISSUE REACH	89474	89474	77.0	100.0	100	42845	77.6	47.9	101	46608	76.4	52.1	99	30101	77.1	33.6	100
TOP 100 MSA'S	101566	101566	100.0	100.0	100	47898	100.0	47.2	100	53668	100.0	52.8	100	32931	100.0	32.4	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	62744	61.8	100.0	100	30821	64.3	49.1	104	31923	59.5	50.9	96	19294	58.6	30.8	95
TOP 100 MSA'S 2 ISSUE REACH	72941	72941	71.8	100.0	100	35689	74.5	48.9	104	37199	69.3	51.0	97	22781	69.2	31.2	96
TOP 100 MSA'S 5 ISSUE REACH	82648	82648	81.4	100.0	100	40190	83.9	48.6	103	42344	78.9	51.2	97	26171	79.5	31.7	98
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	69362	68.3	100.0	100	32961	68.8	47.5	101	36401	67.8	52.5	99	22770	69.1	32.8	101
TOP 100 MSA'S 2 ISSUE REACH	76329	76329	75.2	100.0	100	36104	75.4	47.3	100	40201	74.9	52.7	100	25017	76.0	32.8	101
TOP 100 MSA'S 4 ISSUE REACH	81583	81583	80.3	100.0	100	38479	80.3	47.2	100	43065	80.2	52.8	100	26702	81.1	32.7	101
TOP 50 MSA'S	79648	79648	100.0	100.0	100	37857	100.0	47.5	100	41791	100.0	52.5	100	25376	100.0	31.9	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	49566	62.2	100.0	100	24612	65.0	49.7	104	24954	59.7	50.3	96	15029	59.2	30.3	95
TOP 50 MSA'S 2 ISSUE REACH	57431	57431	72.1	100.0	100	28439	75.1	49.5	104	28953	69.3	50.4	96	17624	69.5	30.7	96
TOP 50 MSA'S 5 ISSUE REACH	64907	64907	81.5	100.0	100	31955	84.4	49.2	104	32860	78.6	50.6	96	20146	79.4	31.0	97
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	55376	69.5	100.0	100	26452	69.9	47.8	100	28924	69.2	52.2	100	17883	70.5	32.3	101
TOP 50 MSA'S 2 ISSUE REACH	60786	60786	76.3	100.0	100	28965	76.5	47.7	100	31807	76.1	52.3	100	19554	77.1	32.2	101
TOP 50 MSA'S 4 ISSUE REACH	64835	64835	81.4	100.0	100	30847	81.5	47.6	100	33965	81.3	52.4	100	20801	82.0	32.1	101

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STATUS IN HOUSEHOLD

BASE: ADULTS	TOTAL U.S. '000	HEADS OF HOUSEHOLDS A '000	HEADS OF HOUSEHOLDS B % COV.	HEADS OF HOUSEHOLDS C % ACROSS	HEADS OF HOUSEHOLDS D INDEX	HOMEMAKERS A '000	HOMEMAKERS B % COV.	HOMEMAKERS C % ACROSS	HOMEMAKERS D INDEX	PROFESSIONAL MANAGERIAL A '000	PROFESSIONAL MANAGERIAL B % COV.	PROFESSIONAL MANAGERIAL C % ACROSS	PROFESSIONAL MANAGERIAL D INDEX
ALL ADULTS	174900	97386	100.0	55.7	100	97793	100.0	55.9	100	27856	100.0	15.9	100
DAILY NEWSP.: TOTAL U.S.													
READ ANY (GROSS)	132808	76157	78.2	57.3	103	71945	73.6	54.2	97	26700	95.9	20.1	126
1 ISSUE REACH	104282	58845	60.4	56.4	101	57477	58.8	55.1	99	19502	70.0	18.7	117
2 ISSUE REACH	122574	68983	70.8	56.3	101	67561	69.1	55.1	99	22489	80.7	18.3	115
5 ISSUE REACH	140224	78699	80.8	56.1	101	77387	79.1	55.2	99	24999	89.7	17.8	112
SUNDAY NEWSP.: TOTAL U.S.													
READ ANY (GROSS)	125494	70027	71.9	55.8	100	69186	70.7	55.1	99	24871	89.3	19.8	124
1 ISSUE REACH	110066	61534	63.2	55.9	100	60714	62.1	55.2	99	20935	75.2	19.0	119
2 ISSUE REACH	121255	67503	69.3	55.7	100	67172	68.7	55.4	99	22816	81.9	18.8	118
4 ISSUE REACH	130018	72187	74.1	55.5	100	72239	73.9	55.6	99	24154	86.7	18.6	117
TOP 100 ADI'S	144241	79827	100.0	55.3	100	80052	100.0	55.5	100	24296	100.0	16.8	100
DAILY NEWSPAPERS:													
TOP 100 ADI'S 1 ISSUE REACH	87977	49736	62.3	56.5	102	48343	60.4	54.9	99	17083	70.3	19.4	115
TOP 100 ADI'S 2 ISSUE REACH	102958	57930	72.6	56.3	102	56425	70.5	54.8	99	19675	81.0	19.1	113
TOP 100 ADI'S 5 ISSUE REACH	117242	65658	82.3	56.0	101	64212	80.2	54.8	99	21845	89.9	18.6	111
SUNDAY NEWSPAPERS:													
TOP 100 ADI'S 1 ISSUE REACH	92221	51170	64.1	55.5	100	50725	63.4	55.0	99	18348	75.5	19.9	118
TOP 100 ADI'S 2 ISSUE REACH	101637	56228	70.4	55.3	100	56087	70.1	55.2	99	20046	82.5	19.7	117
TOP 100 ADI'S 4 ISSUE REACH	108963	60170	75.4	55.2	100	60262	75.3	55.3	100	21240	87.4	19.5	116
TOP 50 ADI'S	116244	63961	100.0	55.0	100	64392	100.0	55.4	100	20750	100.0	17.9	100
DAILY NEWSPAPERS:													
TOP 50 ADI'S 1 ISSUE REACH	72187	40560	63.4	56.2	102	39327	61.1	54.5	98	14741	71.0	20.4	114
TOP 50 ADI'S 2 ISSUE REACH	83607	46855	73.3	56.0	102	45444	70.6	54.4	98	16800	81.0	20.1	113
TOP 50 ADI'S 5 ISSUE REACH	94486	52773	82.5	55.9	102	51358	79.8	54.4	98	18548	89.4	19.6	110
SUNDAY NEWSPAPERS:													
TOP 50 ADI'S 1 ISSUE REACH	76305	42552	66.5	55.8	101	41731	64.8	54.7	99	15911	76.7	20.9	117
TOP 50 ADI'S 2 ISSUE REACH	83735	46543	72.8	55.6	101	45918	71.3	54.8	99	17322	83.5	20.7	116
TOP 50 ADI'S 4 ISSUE REACH	89474	49618	77.6	55.5	101	49162	76.3	54.9	99	18305	88.2	20.5	115
TOP 100 MSA'S	101566	56492	100.0	55.6	100	57339	100.0	56.5	100	19514	100.0	19.2	100
DAILY NEWSPAPERS:													
TOP 100 MSA'S 1 ISSUE REACH	62744	35567	63.0	56.7	102	34823	60.7	55.5	98	13772	70.6	21.9	114
TOP 100 MSA'S 2 ISSUE REACH	72961	41328	73.2	56.7	102	40409	70.5	55.4	98	15769	80.8	21.6	113
TOP 100 MSA'S 5 ISSUE REACH	82648	46732	82.7	56.5	102	45805	79.9	55.4	98	17459	89.5	21.1	110
SUNDAY NEWSPAPERS:													
TOP 100 MSA'S 1 ISSUE REACH	69362	38831	68.7	56.0	101	38849	67.8	56.0	99	15141	77.6	21.8	114
TOP 100 MSA'S 2 ISSUE REACH	76329	42564	75.3	55.8	100	42883	74.8	56.2	100	16449	84.3	21.6	112
TOP 100 MSA'S 4 ISSUE REACH	81583	45384	80.3	55.6	100	45927	80.1	56.3	100	17352	88.9	21.3	111
TOP 50 MSA'S	79648	44618	100.0	56.0	100	45030	100.0	56.5	100	15945	100.0	20.0	100
DAILY NEWSPAPERS:													
TOP 50 MSA'S 1 ISSUE REACH	49566	28296	63.4	57.1	102	27483	61.0	55.4	98	11167	70.0	22.5	113
TOP 50 MSA'S 2 ISSUE REACH	57431	32776	73.5	57.1	102	31754	70.5	55.3	98	12783	80.2	22.3	111
TOP 50 MSA'S 5 ISSUE REACH	64907	36971	82.9	57.0	102	35886	79.7	55.3	98	14168	88.9	21.8	109
SUNDAY NEWSPAPERS:													
TOP 50 MSA'S 1 ISSUE REACH	55376	31334	70.2	56.6	101	31194	69.3	56.3	100	12445	78.0	22.5	112
TOP 50 MSA'S 2 ISSUE REACH	60786	34281	76.8	56.4	101	34264	76.1	56.4	100	13525	84.8	22.3	111
TOP 50 MSA'S 4 ISSUE REACH	64835	36483	81.8	56.3	100	36565	81.2	56.4	100	14263	89.5	22.0	110

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AGE

BASE: ADULTS	TOTAL U.S. '000	18-24 A '000	18-24 B % COV.	18-24 C % ACROSS	18-24 D INDEX	25-34 A '000	25-34 B % COV.	25-34 C % ACROSS	25-34 D INDEX	35-44 A '000	35-44 B % COV.	35-44 C % ACROSS	35-44 D INDEX	45-54 A '000	45-54 B % COV.	45-54 C % ACROSS	45-54 D INDEX
ALL ADULTS	174900	27102	100.0	15 5	100	42405	100.0	24.2	100	32452	100.0	18.6	100	22858	100.0	13.1	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	16337	60.3	12.3	79	28501	67.2	21.5	89	25557	78.8	19.2	104	20078	87.8	15.1	116
1 ISSUE REACH	104282	13115	48.4	12.6	81	22812	53.8	21.9	90	20116	62.0	19.3	104	14992	65.6	14.4	110
2 ISSUE REACH	122574	15997	59.0	13.1	84	27701	65.3	22.6	93	23601	72.7	19.3	104	17325	75.8	14.1	108
5 ISSUE REACH	140224	19037	70.2	13.6	88	32609	76.9	23.3	96	26869	82.8	19.2	103	19449	85.1	13.9	106
SUNDAY NEWSP : TOTAL U.S.																	
READ ANY (GROSS)	125494	16474	60.8	13.1	85	29296	69.1	23.3	96	24251	74.7	19.3	104	18357	80.3	14.6	112
1 ISSUE REACH	110066	14982	55.3	13.6	88	25977	61.3	23.6	97	21251	65.5	19.3	104	15580	68.2	14.2	108
2 ISSUE REACH	121255	17036	62.9	14.0	91	28806	67.9	23.8	98	23411	72.1	19.3	104	16991	74.3	14.0	107
4 ISSUE REACH	130018	18687	69.0	14.4	93	31033	73.2	23.9	98	25075	77.3	19.3	104	18069	79.0	13.9	106
TOP 100 ADI'S	144241	22144	100.0	15.4	100	35131	100.0	24.4	100	27162	100.0	18.8	100	19297	100.0	13.4	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	10494	47.4	11.9	78	19447	55.4	22.1	91	16977	62.5	19.3	102	13125	68.0	14.9	112
TOP 100 ADI'S 2 ISSUE REACH	102958	12800	57.8	12.4	81	23365	66.5	22.7	93	19988	73.6	19.4	103	15059	78.0	14.6	109
TOP 100 ADI'S 5 ISSUE REACH	117242	15252	68.9	13.0	85	27259	77.6	23.3	95	22777	83.9	19.4	103	16774	86.9	14.3	107
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	12251	55.3	13.3	87	22296	63.5	24.2	99	17904	65.9	19.4	103	13302	68.9	14.4	108
TOP 100 ADI'S 2 ISSUE REACH	101637	13823	62.4	13.6	89	24586	70.0	24.2	99	19751	72.7	19.4	103	14606	75.7	14.4	107
TOP 100 ADI'S 4 ISSUE REACH	108963	15090	68.1	13.8	90	26372	75.1	24.2	99	21167	77.9	19.4	103	15587	80.8	14.3	107
TOP 50 ADI'S	116244	18510	100.0	15.9	100	28514	100.0	24.5	100	22165	100.0	19.1	100	15688	100.0	13.5	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	9048	48.9	12.5	79	16064	56.3	22.3	91	14044	63.4	19.5	102	10937	69.7	15.2	112
TOP 50 ADI'S 2 ISSUE REACH	83607	10866	58.7	13.0	82	19121	67.1	22.9	93	16363	73.8	19.6	103	12369	78.8	14.8	110
TOP 50 ADI'S 5 ISSUE REACH	94486	12783	69.1	13.5	85	22148	77.7	23.4	96	18517	83.5	19.6	103	13632	86.9	14.4	107
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	10453	56.5	13.7	86	18397	64.5	24.1	98	14888	67.2	19.5	102	11077	70.6	14.5	108
TOP 50 ADI'S 2 ISSUE REACH	83735	11797	63.7	14.1	88	20272	71.1	24.2	99	16377	73.9	19.6	103	12048	76.8	14.4	107
TOP 50 ADI'S 4 ISSUE REACH	89474	12873	69.5	14.4	90	21725	76.2	24.3	99	17511	79.0	19.6	103	12778	81.5	14.3	106
TOP 100 MSA'S	101566	16094	100.0	15.8	100	25470	100.0	25.1	100	19243	100.0	18.9	100	14032	100.0	13.8	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	7680	47.7	12.2	77	14376	56.4	22.9	91	12024	62.5	19.2	101	9834	70.1	15.7	113
TOP 100 MSA'S 2 ISSUE REACH	72941	9293	57.7	12.7	80	17209	67.6	23.6	94	14099	73.3	19.3	102	11059	78.8	15.2	110
TOP 100 MSA'S 5 ISSUE REACH	82648	11006	68.4	13.3	84	19998	78.5	24.2	96	16033	83.3	19.4	102	12156	86.6	14.7	106
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	9327	58.0	13.4	85	17160	67.4	24.7	99	13502	70.2	19.5	103	10131	72.2	14.6	106
TOP 100 MSA'S 2 ISSUE REACH	76329	10629	66.0	13.9	88	18893	74.2	24.8	99	14878	77.3	19.5	103	11059	78.8	14.5	105
TOP 100 MSA'S 4 ISSUE REACH	81583	11658	72.4	14.3	90	20209	79.3	24.8	99	15895	82.6	19.5	103	11741	83.7	14.4	104
TOP 50 MSA'S	79648	12768	100.0	16.0	100	20337	100.0	25.5	100	15003	100.0	18.8	100	10896	100.0	13.7	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	6188	48.5	12.5	78	11725	57.7	23.7	93	9302	62.0	18.8	100	7731	71.0	15.6	114
TOP 50 MSA'S 2 ISSUE REACH	57431	7414	58.1	12.9	81	13937	68.5	24.3	95	10926	72.8	19.0	101	8674	79.6	15.1	110
TOP 50 MSA'S 5 ISSUE REACH	64907	8711	68.2	13.4	84	16098	79.2	24.8	97	12446	83.0	19.2	102	9511	87.3	14.7	107
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	7506	58.8	13.6	85	13950	68.6	25.2	99	10605	70.7	19.2	102	8203	75.3	14.8	108
TOP 50 MSA'S 2 ISSUE REACH	60786	8585	67.2	14.1	88	15317	75.3	25.2	99	11668	77.8	19.2	102	8874	81.4	14.6	107
TOP 50 MSA'S 4 ISSUE REACH	64835	9431	73.9	14.5	91	16348	80.4	25.2	99	12451	83.0	19.2	102	9359	85.9	14.4	106

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AGE

BASE: ADULTS	TOTAL U.S. '000	55-64 A '000	55-64 B % COV.	55-64 C % ACROSS	55-64 D INDEX	65+ A '000	65+ B % COV.	65+ C % ACROSS	65+ D INDEX	18-34 A '000	18-34 B % COV.	18-34 C % ACROSS	18-34 D INDEX	18-49 A '000	18-49 B % COV.	18-49 C % ACROSS	18-49 D INDEX
ALL ADULTS	174900	22564	100.0	12.9	100	27519	100.0	15.7	100	69507	100.0	39.7	100	113661	100.0	65.0	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	19908	88.2	15.0	116	22426	81.5	16.9	107	64838	64.5	33.8	85	80444	70.8	60.6	93
1 ISSUE REACH	104282	15256	67.6	14.6	113	17990	65.4	17.3	110	35928	51.7	34.5	87	63563	55.9	61.0	94
2 ISSUE REACH	122574	17506	77.6	14.3	111	20331	73.9	16.6	105	43722	62.9	35.7	90	76174	67.0	62.1	96
5 ISSUE REACH	140224	19515	86.5	13.9	108	22550	81.9	16.1	102	51709	74.4	36.9	93	88652	78.0	63.2	97
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	125494	17707	78.5	14.1	109	19408	70.5	15.5	98	45770	65.8	36.5	92	79506	70.0	63.4	97
1 ISSUE REACH	110066	15284	67.7	13.9	108	16992	61.7	15.4	98	40959	58.9	37.2	94	70239	61.8	63.8	98
2 ISSUE REACH	121255	16521	73.2	13.6	106	18364	66.7	15.1	96	45859	66.0	37.8	95	78079	68.7	64.4	99
4 ISSUE REACH	130018	17479	77.5	13.4	104	19460	70.7	15.0	95	49745	71.6	38.3	96	84219	74.1	64.8	100
TOP 100 ADI'S	144241	18435	100.0	12.8	100	22074	100.0	15.3	100	57275	100.0	39.7	100	94347	100.0	65.4	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	12846	69.7	14.6	114	15089	68.4	17.2	112	29941	52.3	34.0	86	53539	56.7	60.9	93
TOP 100 ADI'S 2 ISSUE REACH	102958	14619	79.3	14.2	111	17018	77.1	16.5	108	36191	63.2	35.2	89	63917	67.7	62.1	95
TOP 100 ADI'S 5 ISSUE REACH	117242	16173	87.7	13.8	108	18782	85.1	16.0	105	42579	74.3	36.3	91	74122	78.6	63.2	97
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	12591	68.3	13.7	107	13877	62.9	15.0	98	34547	60.3	37.5	94	59268	62.8	64.3	98
TOP 100 ADI'S 2 ISSUE REACH	101637	13678	74.2	13.5	105	15053	68.2	14.8	97	38441	67.1	37.8	95	65735	69.7	64.7	99
TOP 100 ADI'S 4 ISSUE REACH	108963	14512	78.7	13.3	104	15985	72.4	14.7	96	41516	72.5	38.1	96	70776	75.0	65.0	99
TOP 50 ADI'S	116244	14375	100.0	12.4	100	16993	100.0	14.6	100	47024	100.0	40.5	100	77172	100.0	66.4	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	10224	71.1	14.2	115	11868	69.8	16.4	112	25112	53.4	34.8	86	44528	57.7	61.7	93
TOP 50 ADI'S 2 ISSUE REACH	83607	11541	80.3	13.8	112	13246	77.9	15.8	108	30012	63.8	35.9	89	52588	68.1	62.9	95
TOP 50 ADI'S 5 ISSUE REACH	94486	12687	88.3	13.4	109	14506	85.4	15.4	105	34996	74.4	37.0	92	60502	78.4	64.0	96
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	10267	71.4	13.5	109	11223	66.0	14.7	101	28850	61.4	37.8	93	49383	64.0	64.7	97
TOP 50 ADI'S 2 ISSUE REACH	83735	11042	76.8	13.2	107	12076	71.1	14.4	99	32089	68.2	38.3	95	54619	70.8	65.2	98
TOP 50 ADI'S 4 ISSUE REACH	89474	11631	80.9	13.0	105	12746	75.0	14.2	97	34632	73.6	38.7	96	58678	76.0	65.6	99
TOP 100 MSA'S	101566	12196	100.0	12.0	100	14531	100.0	14.3	100	41564	100.0	40.9	100	67854	100.0	66.8	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	8831	72.4	14.1	117	10000	68.8	15.9	111	22056	53.1	35.2	86	39008	57.5	62.2	93
TOP 100 MSA'S 2 ISSUE REACH	72941	9951	81.6	13.6	114	11217	77.2	15.4	107	26520	63.8	36.4	89	46242	68.1	63.4	95
TOP 100 MSA'S 5 ISSUE REACH	82648	10905	89.4	13.2	110	12335	84.9	14.9	104	31060	74.7	37.6	92	53338	78.6	64.5	97
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	9180	75.3	13.2	110	10062	69.2	14.5	101	26488	63.7	38.2	93	45199	66.6	65.2	98
TOP 100 MSA'S 2 ISSUE REACH	76329	9898	81.2	13.0	108	10875	74.8	14.2	100	29534	71.1	38.7	95	50108	73.8	65.6	98
TOP 100 MSA'S 4 ISSUE REACH	81583	10421	85.4	12.8	106	11498	79.1	14.1	99	31882	76.7	39.1	95	53829	79.3	66.0	99
TOP 50 MSA'S	79648	9511	100.0	11.9	100	11132	100.0	14.0	100	33105	100.0	41.6	100	53579	100.0	67.3	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	6949	73.1	14.0	117	7671	68.9	15.5	111	17913	54.1	36.1	87	31101	58.0	62.7	93
TOP 50 MSA'S 2 ISSUE REACH	57431	7777	81.8	13.5	113	8609	77.3	15.0	107	21361	64.5	37.2	89	36677	68.5	63.9	95
TOP 50 MSA'S 5 ISSUE REACH	64907	8487	89.2	13.1	109	9468	85.1	14.6	104	24849	75.1	38.3	92	42138	78.6	64.9	97
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	7226	76.0	13.0	109	7885	70.8	14.2	102	21457	64.8	38.7	93	36249	67.7	65.5	97
TOP 50 MSA'S 2 ISSUE REACH	60786	7753	81.5	12.8	107	8489	76.3	14.0	100	23922	72.3	39.4	95	40102	74.8	66.0	98
TOP 50 MSA'S 4 ISSUE REACH	64835	8138	85.6	12.6	105	8949	80.4	13.8	99	25807	78.0	39.8	96	43004	80.3	66.3	99

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EDUCATION

BASE: ADULTS	TOTAL U.S. '000	GRADUATED COLLEGE A '000	GRADUATED COLLEGE B % COV.	GRADUATED COLLEGE C % ACROSS	GRADUATED COLLEGE D INDEX	ATTENDED COLLEGE A '000	ATTENDED COLLEGE B % COV.	ATTENDED COLLEGE C % ACROSS	ATTENDED COLLEGE D INDEX	GRADUATED HIGH SCHOOL A '000	GRADUATED HIGH SCHOOL B % COV.	GRADUATED HIGH SCHOOL C % ACROSS	GRADUATED HIGH SCHOOL D INDEX	DID NOT GRADUATE HIGH SCHOOL A '000	DID NOT GRADUATE HIGH SCHOOL B % COV.	DID NOT GRADUATE HIGH SCHOOL C % ACROSS	DID NOT GRADUATE HIGH SCHOOL D INDEX
ALL ADULTS	174900	30471	100.0	17.4	100	31585	100.0	18.1	100	68438	100.0	39.1	100	44406	100.0	25.4	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	30650	100.6	23.1	132	26276	83.2	19.8	110	50384	73.6	37.9	97	25497	57.4	19.2	76
1 ISSUE REACH	104282	21820	71.6	20.9	120	19889	63.0	19.1	106	40645	59.4	39.0	100	21928	49.4	21.0	83
2 ISSUE REACH	122574	25149	82.5	20.5	118	23354	73.9	19.1	106	47803	70.0	39.1	100	26036	58.6	21.2	84
5 ISSUE REACH	140224	27839	91.4	19.9	114	26553	84.1	18.9	105	54906	80.2	39.2	100	30363	68.4	21.7	85
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	125494	27779	91.2	22.1	127	25778	81.6	20.5	114	49221	71.9	39.2	100	22716	51.2	18.1	71
1 ISSUE REACH	110066	23467	77.0	21.3	122	22391	70.9	20.3	113	43506	63.6	39.5	101	20703	46.6	18.8	74
2 ISSUE REACH	121255	25364	83.2	20.9	120	24809	78.5	20.5	113	47503	70.0	39.5	101	23086	52.0	19.0	75
4 ISSUE REACH	130018	26706	87.6	20.5	118	26565	84.1	20.4	113	51335	75.0	39.5	101	25075	56.5	19.3	76
TOP 100 ADI'S	144241	26047	100.0	18.1	100	26446	100.0	18.3	100	57025	100.0	39.5	100	34724	100.0	24.1	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	19253	73.9	21.9	121	16845	63.7	19.1	104	34233	60.0	38.9	98	17645	50.8	20.1	83
TOP 100 ADI'S 2 ISSUE REACH	102958	21876	84.0	21.2	118	19679	74.4	19.1	104	40201	70.5	39.0	99	21039	60.6	20.4	85
TOP 100 ADI'S 5 ISSUE REACH	117242	23967	92.0	20.4	113	22288	84.3	19.0	104	45937	80.6	39.2	99	24572	70.8	21.0	87
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	20340	78.1	22.1	122	18928	71.6	20.5	112	36691	64.3	39.8	101	16261	46.8	17.6	73
TOP 100 ADI'S 2 ISSUE REACH	101637	21957	84.3	21.6	120	21004	79.4	20.7	113	40382	70.8	39.7	100	18202	52.4	17.9	74
TOP 100 ADI'S 4 ISSUE REACH	108963	23086	88.6	21.2	117	22494	85.1	20.6	113	43250	75.8	39.7	100	19821	57.1	18.2	76
TOP 50 ADI'S	116244	22240	100.0	19.1	100	21960	100.0	18.9	100	45205	100.0	38.9	100	26839	100.0	23.1	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	16573	74.5	23.0	120	14230	64.8	19.7	104	27872	61.7	38.6	99	13512	50.3	18.7	81
TOP 50 ADI'S 2 ISSUE REACH	83607	18655	83.9	22.3	117	16470	75.0	19.7	104	32238	71.3	38.6	99	16112	60.0	19.3	83
TOP 50 ADI'S 5 ISSUE REACH	94486	20347	91.5	21.5	113	18529	84.4	19.6	104	36426	80.6	38.6	99	18828	70.2	19.9	86
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	17686	79.5	23.2	121	15866	72.2	20.8	110	29787	65.9	39.0	100	12966	48.3	17.0	74
TOP 50 ADI'S 2 ISSUE REACH	83735	19001	85.4	22.7	119	17556	79.9	21.0	111	32637	72.2	39.0	100	14444	53.8	17.2	75
TOP 50 ADI'S 4 ISSUE REACH	89474	19911	89.5	22.3	116	18765	85.5	21.0	111	34838	77.1	38.9	100	15671	58.4	17.5	76
TOP 100 MSA'S	101566	21067	100.0	20.7	100	19800	100.0	19.5	100	39815	100.0	39.2	100	20883	100.0	20.6	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	15514	73.7	24.7	119	12398	62.6	19.8	101	24274	61.0	38.7	99	10557	50.6	16.8	82
TOP 100 MSA'S 2 ISSUE REACH	72941	17573	83.4	24.1	116	14535	73.4	19.9	102	28291	71.1	38.8	99	12441	59.6	17.1	83
TOP 100 MSA'S 5 ISSUE REACH	82648	19245	91.4	23.3	112	16523	83.4	20.0	103	32141	80.7	38.9	99	14413	69.0	17.4	85
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	16546	78.5	23.9	115	14470	73.1	20.9	107	27380	68.8	39.5	101	10967	52.5	15.8	77
TOP 100 MSA'S 2 ISSUE REACH	76329	17870	84.8	23.4	113	16048	81.1	21.0	108	30134	75.7	39.5	101	12199	58.4	16.0	78
TOP 100 MSA'S 4 ISSUE REACH	81583	18786	89.2	23.0	111	17158	86.7	21.0	108	32202	80.9	39.5	101	13208	63.2	16.2	79
TOP 50 MSA'S	79648	16828	100.0	21.1	100	15946	100.0	20.0	100	31215	100.0	39.2	100	15659	100.0	19.7	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	12380	73.6	25.0	118	10169	63.8	20.5	102	19293	61.8	38.9	99	7724	49.3	15.6	79
TOP 50 MSA'S 2 ISSUE REACH	57431	13937	82.8	24.3	115	11859	74.4	20.6	103	22402	71.8	39.0	100	9169	58.6	16.0	81
TOP 50 MSA'S 5 ISSUE REACH	64907	15233	90.5	23.5	111	13417	84.1	20.7	103	25365	81.3	39.1	100	10692	68.3	16.5	84
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	13499	80.2	24.4	115	11782	73.9	21.3	106	21770	69.7	39.3	100	8325	53.2	15.0	76
TOP 50 MSA'S 2 ISSUE REACH	60786	14512	86.2	23.9	113	13072	82.0	21.5	107	23906	76.6	39.3	100	9243	59.0	15.2	77
TOP 50 MSA'S 4 ISSUE REACH	64835	15202	90.3	23.4	111	13966	87.6	21.5	108	25500	81.7	39.3	100	9993	63.8	15.4	78

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EMPLOYMENT STATUS/OCCUPATION

BASE: ADULTS	TOTAL U.S. '000	WORKING FULL TIME A '000	B % COV.	C % ACROSS	D INDEX	PART TIME A '000	B % COV.	C % ACROSS	D INDEX	NOT EMPLOYED A '000	B % COV.	C % ACROSS	D INDEX	PROFESSIONAL A '000	B % COV.	C % ACROSS	D INDEX
ALL ADULTS	174900	98617	100.0	56.4	100	11089	100.0	6.3	100	65194	100.0	37.3	100	14529	100.0	8.3	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	78110	79.2	58.8	104	8833	79.7	6.7	105	45864	70.4	34.5	93	13701	94.3	10.3	124
1 ISSUE REACH	104282	60047	60.9	57.6	102	6885	62.1	6.6	104	37349	57.3	35.8	96	10241	70.5	9.8	118
2 ISSUE REACH	122574	70639	71.6	57.6	102	8035	72.5	6.6	103	43867	67.3	35.8	96	11756	80.9	9.6	115
5 ISSUE REACH	140224	80688	81.8	57.5	102	9120	82.2	6.5	103	50325	77.2	35.9	96	13031	89.7	9.3	112
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	125494	73751	74.8	58.8	104	8841	79.7	7.0	111	42902	65.8	34.2	92	12838	88.4	10.2	123
1 ISSUE REACH	110066	64819	65.7	58.9	104	7543	68.0	6.9	108	37704	57.8	34.3	92	10856	74.7	9.9	119
2 ISSUE REACH	121255	71343	72.3	58.8	104	8393	75.7	6.9	109	41479	63.6	34.2	92	11828	81.4	9.8	118
4 ISSUE REACH	130018	76364	77.4	58.7	104	9026	81.4	6.9	109	44516	68.3	34.2	92	12540	86.3	9.6	116
TOP 100 ADI'S	144241	83253	100.0	57.7	100	8944	100.0	6.2	100	52045	100.0	36.1	100	12578	100.0	8.7	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	51657	62.0	58.7	102	5661	63.3	6.4	104	30659	58.9	34.8	97	8985	71.4	10.2	117
TOP 100 ADI'S 2 ISSUE REACH	102958	60450	72.6	58.7	102	6607	73.9	6.4	103	35845	68.9	34.8	96	10243	81.4	9.9	114
TOP 100 ADI'S 5 ISSUE REACH	117242	68719	82.5	58.6	102	7484	83.7	6.4	103	40917	78.6	34.9	97	11301	89.8	9.6	111
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	55605	66.8	60.3	104	6105	68.3	6.6	107	30510	58.6	33.1	92	9464	75.2	10.3	118
TOP 100 ADI'S 2 ISSUE REACH	101637	61228	73.5	60.2	104	6790	75.9	6.7	108	33579	64.5	33.0	92	10296	81.9	10.1	116
TOP 100 ADI'S 4 ISSUE REACH	108963	65519	78.7	60.1	104	7239	81.6	6.7	108	36039	69.2	33.1	92	10890	86.6	10.0	115
TOP 50 ADI'S	116244	68482	100.0	58.9	100	7107	100.0	6.1	100	40455	100.0	35.0	100	10830	100.0	9.3	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	43302	63.2	60.0	102	4479	63.0	6.2	101	24406	60.0	33.8	97	7788	71.9	10.8	116
TOP 50 ADI'S 2 ISSUE REACH	83607	50163	73.2	60.0	102	5211	73.3	6.2	102	28186	69.3	33.7	96	8789	81.2	10.5	113
TOP 50 ADI'S 5 ISSUE REACH	94486	56603	82.7	59.9	102	5896	83.0	6.2	102	31884	78.4	33.7	96	9647	89.1	10.2	110
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	46657	68.1	61.1	104	5009	70.5	6.6	107	24639	60.6	32.3	92	8339	77.0	10.9	117
TOP 50 ADI'S 2 ISSUE REACH	83735	51232	74.8	61.2	104	5515	77.6	6.6	108	26950	66.3	32.2	92	9018	83.3	10.8	116
TOP 50 ADI'S 4 ISSUE REACH	89474	54697	79.9	61.1	104	5888	82.8	6.6	108	28792	70.8	32.2	92	9498	87.7	10.6	114
TOP 100 MSA'S	101566	61237	100.0	60.3	100	6604	100.0	6.5	100	33724	100.0	33.2	100	10174	100.0	10.0	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	38427	62.8	61.2	102	4013	60.8	6.4	98	20305	60.2	32.4	97	7238	71.1	11.5	115
TOP 100 MSA'S 2 ISSUE REACH	72941	44667	72.9	61.2	102	4677	70.8	6.4	99	23546	69.8	32.3	97	8214	80.7	11.3	112
TOP 100 MSA'S 5 ISSUE REACH	82648	50533	82.5	61.1	101	5315	80.5	6.4	99	26697	79.2	32.3	97	9051	89.0	11.0	109
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	42933	70.1	61.9	103	4773	72.3	6.9	106	21655	64.2	31.2	94	7894	77.6	11.4	114
TOP 100 MSA'S 2 ISSUE REACH	76329	47215	77.1	61.9	103	5294	80.2	6.9	107	23772	70.5	31.1	94	8489	83.4	11.1	111
TOP 100 MSA'S 4 ISSUE REACH	81583	50392	82.3	61.8	102	5665	85.8	6.9	107	25422	75.4	31.2	94	8913	87.6	10.9	109
TOP 50 MSA'S	79648	48816	100.0	61.3	100	4988	100.0	6.3	100	25843	100.0	32.4	100	8259	100.0	10.4	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	30730	63.0	62.0	101	3092	62.0	6.2	100	15743	60.9	31.8	98	5824	70.5	11.7	113
TOP 50 MSA'S 2 ISSUE REACH	57431	35674	73.1	62.1	101	3603	72.2	6.3	100	18133	70.2	31.6	97	6618	80.1	11.5	111
TOP 50 MSA'S 5 ISSUE REACH	64907	40318	82.6	62.1	101	4087	81.9	6.3	101	20456	79.2	31.5	97	7305	88.4	11.3	109
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	34557	70.8	62.4	102	3717	74.5	6.7	107	17101	66.2	30.9	95	6490	78.6	11.7	113
TOP 50 MSA'S 2 ISSUE REACH	60786	37990	77.8	62.5	102	4088	82.0	6.7	107	18653	72.2	30.7	95	6989	84.6	11.5	111
TOP 50 MSA'S 4 ISSUE REACH	64835	40521	83.0	62.5	102	4348	87.2	6.7	107	19855	76.8	30.6	94	7337	88.8	11.3	109

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OCCUPATION

BASE: ADULTS	TOTAL U.S. '000	EXECUTIVE ADMINISTRATIVE MANAGERIAL A '000	B % COV.	C % ACROSS	D INDEX	CLERICAL SALES TECHNICAL A '000	B % COV.	C % ACROSS	D INDEX	PRECISION, CRAFTS, REPAIR A '000	B % COV.	C % ACROSS	D INDEX	OTHER EMPLOYED A '000	B % COV.	C % ACROSS	D INDEX
ALL ADULTS	174900	13327	100.0	7.6	100	34054	100.0	19.5	100	13313	100.0	7.6	100	34483	100.0	19.7	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	12999	97.5	9.8	128	27798	81.6	20.9	108	9204	69.1	6.9	91	23242	67.4	17.5	89
1 ISSUE REACH	104282	9262	69.5	8.9	117	21112	62.0	20.2	104	7458	56.0	7.2	94	18860	54.7	18.1	92
2 ISSUE REACH	122574	10723	80.5	8.7	115	24800	72.8	20.2	104	8831	66.3	7.2	95	22475	65.2	18.3	93
5 ISSUE REACH	140224	11952	89.7	8.5	112	28253	83.0	20.1	103	10200	76.6	7.3	96	26113	75.7	18.6	94
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	125494	12033	90.3	9.6	126	26595	78.1	21.2	109	9120	68.5	7.3	95	22006	63.8	17.5	89
1 ISSUE REACH	110066	10079	75.6	9.2	120	23592	69.3	21.4	110	8144	61.2	7.4	97	19691	57.1	17.9	91
2 ISSUE REACH	121255	10974	82.3	9.1	119	25887	76.0	21.3	110	8964	67.3	7.4	97	22004	63.8	18.1	92
4 ISSUE REACH	130018	11608	87.1	8.9	117	27610	81.1	21.2	109	9613	72.2	7.4	97	23858	69.2	18.3	93
TOP 100 ADI'S	144241	11718	100.0	8.1	100	29398	100.0	20.4	100	10654	100.0	7.4	100	27849	100.0	19.3	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	8098	69.1	9.2	113	18542	63.1	21.1	103	6096	57.2	6.9	94	15597	56.0	17.7	92
TOP 100 ADI'S 2 ISSUE REACH	102958	9430	80.5	9.2	113	21616	73.5	21.0	103	7200	67.6	7.0	95	18498	66.4	18.0	93
TOP 100 ADI'S 5 ISSUE REACH	117242	10542	90.0	9.0	111	24481	83.3	20.9	102	8290	77.8	7.1	96	21388	76.8	18.2	94
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	8884	75.8	9.6	119	20752	70.6	22.5	110	6740	63.3	7.3	99	15871	57.0	17.2	89
TOP 100 ADI'S 2 ISSUE REACH	101637	9747	83.2	9.6	118	22706	77.2	22.3	110	7433	69.8	7.3	99	17779	63.8	17.5	91
TOP 100 ADI'S 4 ISSUE REACH	108963	10344	88.3	9.5	117	24161	82.2	22.2	109	7974	74.8	7.3	99	19308	69.3	17.7	92
TOP 50 ADI'S	116244	9920	100.0	8.5	100	24282	100.0	20.9	100	8674	100.0	7.5	100	21884	100.0	18.8	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	6953	70.1	9.6	113	15534	64.0	21.5	103	5089	58.7	7.0	94	12416	56.7	17.2	91
TOP 50 ADI'S 2 ISSUE REACH	83607	8007	80.7	9.6	112	18040	74.3	21.6	103	5936	68.4	7.1	95	14532	66.4	17.4	92
TOP 50 ADI'S 5 ISSUE REACH	94486	8894	89.7	9.4	110	20359	83.8	21.5	103	6768	78.0	7.2	96	16646	76.1	17.6	94
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	7572	76.3	9.9	116	17532	72.2	23.0	110	5563	64.1	7.3	98	12658	57.8	16.6	88
TOP 50 ADI'S 2 ISSUE REACH	83735	8299	83.7	9.9	116	19155	78.9	22.9	110	6135	70.7	7.3	98	14123	64.5	16.9	90
TOP 50 ADI'S 4 ISSUE REACH	89474	8799	88.7	9.8	115	20347	83.8	22.7	109	6579	75.8	7.4	99	15294	69.9	17.1	91
TOP 100 MSA'S	101566	9339	100.0	9.2	100	23109	100.0	22.8	100	7238	100.0	7.1	100	17981	100.0	17.7	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	6534	70.0	10.4	113	14452	62.5	23.0	101	4262	58.9	6.8	95	9953	55.4	15.9	90
TOP 100 MSA'S 2 ISSUE REACH	72941	7551	80.9	10.4	113	16825	72.8	23.1	101	4992	69.0	6.8	96	11715	65.2	16.1	91
TOP 100 MSA'S 5 ISSUE REACH	82648	8401	90.0	10.2	111	19057	82.5	23.1	101	5705	78.8	6.9	97	13491	75.0	16.3	92
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	7247	77.6	10.4	114	16669	72.1	24.0	106	4790	66.2	6.9	97	11105	61.8	16.0	90
TOP 100 MSA'S 2 ISSUE REACH	76329	7955	85.2	10.4	113	18320	79.3	24.0	105	5283	73.0	6.9	97	12423	69.1	16.3	92
TOP 100 MSA'S 4 ISSUE REACH	81583	8427	90.2	10.3	112	19519	84.5	23.9	105	5660	78.2	6.9	97	13451	74.8	16.5	93
TOP 50 MSA'S	79648	7686	100.0	9.6	100	18330	100.0	23.0	100	5557	100.0	7.0	100	13972	100.0	17.5	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	5343	69.5	10.8	112	11504	62.8	23.2	101	3320	59.7	6.7	96	7832	56.1	15.8	90
TOP 50 MSA'S 2 ISSUE REACH	57431	6160	80.1	10.7	111	13367	72.9	23.3	101	3905	70.3	6.8	97	9162	65.6	16.0	91
TOP 50 MSA'S 5 ISSUE REACH	64907	6855	89.2	10.6	109	15119	82.5	23.3	101	4468	80.4	6.9	99	10499	75.1	16.2	92
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	5956	77.5	10.8	111	13412	73.2	24.2	105	3622	65.2	6.5	94	8794	62.9	15.9	91
TOP 50 MSA'S 2 ISSUE REACH	60786	6534	85.0	10.7	111	14737	80.4	24.2	105	4023	72.4	6.6	95	9802	70.2	16.1	92
TOP 50 MSA'S 4 ISSUE REACH	64835	6921	90.0	10.7	111	15687	85.6	24.2	105	4330	77.9	6.7	96	10584	75.8	16.3	93

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INDIVIDUAL EMPLOYMENT INCOME

BASE: ADULTS	TOTAL U.S. '000	$35,000 OR MORE A '000	B % COV.	C % ACROSS	D INDEX	$30,000-34,999 A '000	B % COV.	C % ACROSS	D INDEX	$25,000-29,999 A '000	B % COV.	C % ACROSS	D INDEX	$20,000-24,999 A '000	B % COV.	C % ACROSS	D INDEX
ALL ADULTS	174900	17915	100.0	10.2	100	9940	100.0	5.7	100	12173	100.0	7.0	100	15225	100.0	8.7	100
DAILY NEWSP.: TOTAL U.S. READ ANY (GROSS)	132808	18524	103.4	13.9	136	9440	95.0	7.1	125	10663	87.6	8.0	115	12399	81.4	9.3	107
1 ISSUE REACH	104282	12834	71.6	12.3	120	7086	71.3	6.8	120	7965	65.4	7.6	110	9472	62.2	9.1	104
2 ISSUE REACH	122574	14759	82.4	12.0	118	8071	81.2	6.6	116	9340	76.7	7.6	109	11097	72.9	9.1	104
5 ISSUE REACH	140224	16325	91.1	11.6	114	8904	89.6	6.3	112	10560	86.7	7.5	108	12619	82.9	9.0	103
SUNDAY NEWSP.: TOTAL U.S. READ ANY (GROSS)	125494	16547	92.4	13.2	129	8471	85.2	6.8	119	9840	80.8	7.8	113	11633	76.4	9.3	106
1 ISSUE REACH	110066	14024	78.3	12.7	124	7363	74.1	6.7	118	8484	69.7	7.7	111	10286	67.6	9.3	107
2 ISSUE REACH	121255	15164	84.6	12.5	122	7894	79.4	6.5	115	9194	75.5	7.6	109	11291	74.2	9.3	107
4 ISSUE REACH	130018	15953	89.0	12.3	120	8291	83.4	6.4	112	9735	80.0	7.5	108	12056	79.2	9.3	107
TOP 100 ADI'S	144241	16134	100.0	11.2	100	8831	100.0	6.1	100	10269	100.0	7.1	100	12658	100.0	8.8	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	11603	71.9	13.2	118	6309	71.4	7.2	117	6798	66.2	7.7	109	8129	64.2	9.2	105
TOP 100 ADI'S 2 ISSUE REACH	102958	13343	82.7	13.0	116	7184	81.3	7.0	114	7868	76.6	7.6	107	9413	74.4	9.1	104
TOP 100 ADI'S 5 ISSUE REACH	117242	14748	91.4	12.6	112	7922	89.7	6.8	110	8830	86.0	7.5	106	10602	83.8	9.0	103
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	12553	77.8	13.6	122	6580	74.5	7.1	117	7233	70.4	7.8	110	8669	68.5	9.4	107
TOP 100 ADI'S 2 ISSUE REACH	101637	13637	84.5	13.4	120	7063	80.0	6.9	114	7818	76.1	7.7	108	9503	75.1	9.3	107
TOP 100 ADI'S 4 ISSUE REACH	108963	14382	89.1	13.2	118	7421	84.0	6.8	111	8263	80.5	7.6	107	10134	80.1	9.3	106
TOP 50 ADI'S	116244	14323	100.0	12.3	100	7520	100.0	6.5	100	8652	100.0	7.4	100	10345	100.0	8.9	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	10323	72.1	14.3	116	5317	70.7	7.4	114	5841	67.5	8.1	109	6822	65.9	9.5	106
TOP 50 ADI'S 2 ISSUE REACH	83607	11850	82.7	14.2	115	6055	80.5	7.2	112	6700	77.4	8.0	108	7737	74.8	9.3	104
TOP 50 ADI'S 5 ISSUE REACH	94486	13085	91.4	13.8	112	6688	88.9	7.1	109	7469	86.3	7.9	106	8592	83.1	9.1	102
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	11277	78.7	14.8	120	5686	75.6	7.5	115	6297	72.8	8.3	111	7168	69.3	9.4	106
TOP 50 ADI'S 2 ISSUE REACH	83735	12245	85.5	14.6	119	6067	80.7	7.2	112	6796	78.5	8.1	109	7844	75.8	9.4	105
TOP 50 ADI'S 4 ISSUE REACH	89474	12900	90.1	14.4	117	6350	84.4	7.1	110	7169	82.9	8.0	108	8353	80.7	9.3	105
TOP 100 MSA'S	101566	13402	100.0	13.2	100	7010	100.0	6.9	100	7675	100.0	7.6	100	9504	100.0	9.4	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	9698	72.4	15.5	117	4941	70.5	7.9	114	5038	65.6	8.0	106	6172	64.9	9.8	105
TOP 100 MSA'S 2 ISSUE REACH	72941	11089	82.7	15.2	115	5666	80.8	7.8	113	5840	76.1	8.0	106	7093	74.6	9.7	104
TOP 100 MSA'S 5 ISSUE REACH	82648	12221	91.2	14.8	112	6278	89.6	7.6	110	6565	85.5	7.9	105	7948	83.6	9.6	103
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	10496	78.3	15.1	115	5337	76.1	7.7	111	5598	72.9	8.1	107	6895	72.5	9.9	106
TOP 100 MSA'S 2 ISSUE REACH	76329	11434	85.3	15.0	114	5735	81.8	7.5	109	6040	78.7	7.9	105	7500	78.9	9.8	105
TOP 100 MSA'S 4 ISSUE REACH	81583	12067	90.0	14.8	112	6024	85.9	7.4	107	6370	83.0	7.8	103	7946	83.6	9.7	104
TOP 50 MSA'S	79648	11193	100.0	14.1	100	5741	100.0	7.2	100	6040	100.0	7.6	100	7506	100.0	9.4	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	8016	71.6	16.2	115	3998	69.6	8.1	112	3964	65.6	8.0	105	5019	66.9	10.1	107
TOP 50 MSA'S 2 ISSUE REACH	57431	9202	82.2	16.0	114	4583	79.8	8.0	111	4611	76.3	8.0	106	5641	75.2	9.8	104
TOP 50 MSA'S 5 ISSUE REACH	64907	10173	90.9	15.7	112	5087	88.6	7.8	109	5193	86.0	8.0	106	6225	82.9	9.6	102
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	8812	78.7	15.9	113	4337	75.5	7.8	109	4554	75.4	8.2	108	5459	72.7	9.9	105
TOP 50 MSA'S 2 ISSUE REACH	60786	9608	85.8	15.8	112	4672	81.4	7.7	107	4909	81.3	8.1	106	5959	79.4	9.8	104
TOP 50 MSA'S 4 ISSUE REACH	64835	10138	90.6	15.6	111	4916	85.6	7.6	105	5168	85.6	8.0	105	6325	84.3	9.8	104

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INDIVIDUAL EMPLOYMENT INCOME

BASE: ADULTS	TOTAL U.S. '000	$10,000-19,999 A '000	B % COV.	C % ACROSS	D INDEX	UNDER $10,000 A '000	B % COV.	C % ACROSS	D INDEX	$30,000 OR MORE A '000	B % COV.	C % ACROSS	D INDEX	$25,000 OR MORE A '000	B % COV.	C % ACROSS	D INDEX
ALL ADULTS	174900	33141	100.0	18.9	100	21312	100.0	12.2	100	27855	100.0	15.9	100	40028	100.0	22.9	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	21324	64.3	16.1	85	14593	68.5	11.0	90	27964	100.4	21.1	132	38628	96.5	29.1	127
1 ISSUE REACH	104282	17686	53.4	17.0	90	11887	55.8	11.4	94	19921	71.5	19.1	120	27886	69.7	26.7	117
2 ISSUE REACH	122574	20966	63.3	17.1	90	14221	66.7	11.6	95	22850	82.0	18.6	117	32195	80.4	26.3	115
5 ISSUE REACH	140224	24317	73.4	17.3	92	16537	77.6	11.8	97	25261	90.7	18.0	113	35832	89.5	25.6	112
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	125494	20934	63.2	16.7	88	15166	71.2	12.1	99	25018	89.8	19.9	125	34858	87.1	27.8	121
1 ISSUE REACH	110066	18698	56.4	17.0	90	13507	63.4	12.3	101	21387	76.8	19.4	122	29871	74.6	27.1	119
2 ISSUE REACH	121255	21021	63.4	17.3	91	15090	70.8	12.4	102	23063	82.8	19.0	119	32264	80.6	26.6	116
4 ISSUE REACH	130018	22885	69.1	17.6	93	16311	76.5	12.5	103	24261	87.1	18.7	117	34014	85.0	26.2	114
TOP 100 ADI'S	144241	27536	100.0	19.1	100	16768	100.0	11.6	100	24966	100.0	17.3	100	35234	100.0	24.4	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	15084	54.8	17.1	90	9395	56.0	10.7	92	17912	71.7	20.4	118	24710	70.1	28.1	115
TOP 100 ADI'S 2 ISSUE REACH	102958	17770	64.5	17.3	90	11295	67.4	11.0	94	20549	82.3	20.0	115	28425	80.7	27.6	113
TOP 100 ADI'S 5 ISSUE REACH	117242	20490	74.4	17.5	92	13168	78.5	11.2	97	22705	90.9	19.4	112	31559	89.6	26.9	110
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	16017	58.2	17.4	91	10659	63.6	11.6	99	19133	76.6	20.7	120	26366	74.8	28.6	117
TOP 100 ADI'S 2 ISSUE REACH	101637	18006	65.4	17.7	93	11908	71.0	11.7	101	20703	82.9	20.4	118	28525	81.0	28.1	115
TOP 100 ADI'S 4 ISSUE REACH	108963	19587	71.1	18.0	94	12870	76.8	11.8	102	21817	87.4	20.0	116	30095	85.4	27.6	113
TOP 50 ADI'S	116244	22120	100.0	19.0	100	12629	100.0	10.9	100	21843	100.0	18.8	100	30495	100.0	26.2	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	12228	55.3	16.9	89	7249	57.4	10.0	92	15640	71.6	21.7	115	21481	70.4	29.8	113
TOP 50 ADI'S 2 ISSUE REACH	83607	14289	64.6	17.1	90	8575	67.9	10.3	94	17921	82.0	21.4	114	24627	80.8	29.5	112
TOP 50 ADI'S 5 ISSUE REACH	94486	16377	74.0	17.3	91	9879	78.2	10.5	96	19801	90.7	21.0	112	27288	89.5	28.9	110
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	12967	58.6	17.0	89	8270	65.5	10.8	100	16963	77.7	22.2	118	23260	76.3	30.5	116
TOP 50 ADI'S 2 ISSUE REACH	83735	14543	65.7	17.4	91	9178	72.7	11.0	101	18317	83.9	21.9	116	25123	82.4	30.0	114
TOP 50 ADI'S 4 ISSUE REACH	89474	15794	71.4	17.7	93	9872	78.2	11.0	102	19268	88.2	21.5	115	26458	86.8	29.6	113
TOP 100 MSA'S	101566	19258	100.0	19.0	100	10993	100.0	10.8	100	20412	100.0	20.1	100	28087	100.0	27.7	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	10554	54.8	16.8	89	6036	54.9	9.6	89	14640	71.7	23.3	116	19677	70.1	31.4	113
TOP 100 MSA'S 2 ISSUE REACH	72941	12338	64.1	16.9	89	7193	65.4	9.9	91	16770	82.2	23.0	114	22616	80.5	31.0	112
TOP 100 MSA'S 5 ISSUE REACH	82648	14152	73.5	17.1	90	8355	76.0	10.1	93	18521	90.7	22.4	112	25106	89.4	30.4	110
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	11920	61.9	17.2	91	7461	67.9	10.8	99	15833	77.6	22.8	114	21431	76.3	30.9	112
TOP 100 MSA'S 2 ISSUE REACH	76329	13387	69.5	17.5	92	8353	76.0	10.9	101	17172	84.1	22.5	112	23223	82.7	30.4	110
TOP 100 MSA'S 4 ISSUE REACH	81583	14526	75.4	17.8	94	9012	82.0	11.0	102	18102	88.7	22.2	110	24496	87.2	30.0	109
TOP 50 MSA'S	79648	14872	100.0	18.7	100	8454	100.0	10.6	100	16933	100.0	21.3	100	22974	100.0	28.8	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	8119	54.6	16.4	88	4707	55.7	9.5	89	12014	71.0	24.2	114	15978	69.5	32.2	112
TOP 50 MSA'S 2 ISSUE REACH	57431	9500	63.9	16.5	89	5625	66.5	9.8	92	13799	81.5	24.0	113	18417	80.2	32.1	111
TOP 50 MSA'S 5 ISSUE REACH	64907	10906	73.3	16.8	90	6538	77.3	10.1	95	15283	90.3	23.5	111	20491	89.2	31.6	109
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	9277	62.4	16.8	90	5835	69.0	10.5	99	13149	77.7	23.7	112	17703	77.1	32.0	111
TOP 50 MSA'S 2 ISSUE REACH	60786	10406	70.0	17.1	92	6504	76.9	10.7	101	14287	84.4	23.5	111	19198	83.6	31.6	109
TOP 50 MSA'S 4 ISSUE REACH	64835	11280	75.8	17.4	93	6995	82.7	10.8	102	15071	89.0	23.2	109	20245	88.1	31.2	108

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MARITAL STATUS

BASE: ADULTS	TOTAL U.S. '000	SINGLE A '000	SINGLE B % COV.	SINGLE C % ACROSS	SINGLE D INDEX	MARRIED A '000	MARRIED B % COV.	MARRIED C % ACROSS	MARRIED D INDEX	ALL OTHERS A '000	ALL OTHERS B % COV.	ALL OTHERS C % ACROSS	ALL OTHERS D INDEX	ENGAGED A '000	ENGAGED B % COV.	ENGAGED C % ACROSS	ENGAGED D INDEX
ALL ADULTS	174900	36916	100.0	21.1	100	106516	100.0	60.9	100	31469	100.0	18.0	100	3029	100.0	1.7	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	26171	70.9	19.7	93	85867	80.6	64.7	106	20770	66.0	15.6	87	2386	78.8	1.8	104
1 ISSUE REACH	104282	20679	56.0	19.8	94	66414	62.4	63.7	105	17189	54.6	16.5	92	1767	58.3	1.7	98
2 ISSUE REACH	122574	24511	66.4	20.0	95	77577	72.8	63.3	104	20452	65.0	16.7	93	2122	70.1	1.7	100
5 ISSUE REACH	140224	28330	76.7	20.2	96	88057	82.7	62.8	103	23741	75.4	16.9	94	2462	81.3	1.8	101
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	125494	24900	67.5	19.8	94	80846	75.9	64.4	106	19748	62.8	15.7	87	2523	83.3	2.0	116
1 ISSUE REACH	110066	22272	60.3	20.2	96	70044	65.8	63.6	104	17750	56.4	16.1	90	2162	71.4	2.0	113
2 ISSUE REACH	121255	24767	67.1	20.4	97	76653	72.0	63.2	104	19794	[illegible]	16.3	91	2328	76.9	1.9	111
4 ISSUE REACH	130018	26738	72.4	20.6	97	81769	76.8	62.9	103	21439	[illegible]	16.5	92	2454	81.0	1.9	109
TOP 100 ADI'S	144241	31072	100.0	21.5	100	87747	100.0	60.8	100	25422	100.0	17.6	100	2452	100.0	1.7	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	17648	56.8	20.1	93	55897	63.7	63.5	104	14432	56.8	16.4	93	1405	57.3	1.6	94
TOP 100 ADI'S 2 ISSUE REACH	102958	20864	67.1	20.3	94	64973	74.0	63.1	104	17084	67.2	16.6	94	1695	69.1	1.6	97
TOP 100 ADI'S 5 ISSUE REACH	117242	24050	77.4	20.5	95	73393	83.6	62.6	103	19709	77.5	16.8	95	1976	80.6	1.7	99
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	19225	61.9	20.8	97	58342	66.5	63.3	104	14654	57.6	15.9	90	1793	73.1	1.9	114
TOP 100 ADI'S 2 ISSUE REACH	101637	21245	68.4	20.9	97	63980	72.9	62.9	103	16374	64.4	16.1	91	1946	79.4	1.9	113
TOP 100 ADI'S 4 ISSUE REACH	108963	22833	73.5	21.0	97	68312	77.9	62.7	103	17749	69.8	16.3	92	2059	84.0	1.9	111
TOP 50 ADI'S	116244	26652	100.0	22.9	100	69182	100.0	59.5	100	20410	100.0	17.6	100	1994	100.0	1.7	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	15520	58.2	21.5	94	44860	64.8	62.1	104	11807	57.8	16.4	93	1137	57.0	1.6	92
TOP 50 ADI'S 2 ISSUE REACH	83607	18180	68.2	21.7	95	51539	74.5	61.6	104	13847	67.8	16.6	94	1353	67.9	1.6	94
TOP 50 ADI'S 5 ISSUE REACH	94486	20796	78.0	22.0	96	57749	83.5	61.1	103	15859	77.7	16.8	96	1565	78.5	1.7	97
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	16644	62.4	21.8	95	47356	68.5	62.1	104	12305	60.3	16.1	92	1456	73.0	1.9	111
TOP 50 ADI'S 2 ISSUE REACH	83735	18405	69.1	22.0	96	51625	74.6	61.7	104	13671	67.0	16.3	93	1589	79.7	1.9	111
TOP 50 ADI'S 4 ISSUE REACH	89474	19784	74.2	22.1	96	54881	79.3	61.3	103	14751	72.3	16.5	94	1686	84.6	1.9	110
TOP 100 MSA'S	101566	24383	100.0	24.0	100	59260	100.0	58.3	100	17923	100.0	17.6	100	1894	100.0	1.9	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	14048	57.6	22.4	93	38337	64.7	61.1	105	10359	57.8	16.5	94	1136	60.0	1.8	97
TOP 100 MSA'S 2 ISSUE REACH	72941	16512	67.7	22.6	94	44235	74.6	60.6	104	12152	67.8	16.7	94	1334	70.4	1.8	98
TOP 100 MSA'S 5 ISSUE REACH	82648	18944	77.7	22.9	95	49693	83.9	60.1	103	13921	77.7	16.8	95	1524	80.5	1.8	99
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	15474	63.5	22.3	93	42479	71.7	61.2	105	11409	63.7	16.4	93	1386	73.2	2.0	107
TOP 100 MSA'S 2 ISSUE REACH	76329	17160	70.4	22.5	94	46437	78.4	60.8	104	12709	70.9	16.7	94	1529	80.7	2.0	107
TOP 100 MSA'S 4 ISSUE REACH	81583	18469	75.7	22.6	94	49356	83.3	60.5	104	13713	76.5	16.8	95	1631	86.1	2.0	107
TOP 50 MSA'S	79648	19764	100.0	24.8	100	45562	100.0	57.2	100	14321	100.0	18.0	100	1675	100.0	2.1	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	11529	58.3	23.3	94	29726	65.2	60.0	105	8312	58.0	16.8	93	1019	60.8	2.1	98
TOP 50 MSA'S 2 ISSUE REACH	57431	13458	68.1	23.4	94	34181	75.0	59.5	104	9764	68.2	17.0	95	1165	69.6	2.0	96
TOP 50 MSA'S 5 ISSUE REACH	64907	15359	77.7	23.7	95	38294	84.0	59.0	103	11191	78.1	17.2	96	1308	78.1	2.0	96
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	12705	64.3	22.9	92	33176	72.8	59.9	105	9495	66.3	17.1	95	1235	73.7	2.2	106
TOP 50 MSA'S 2 ISSUE REACH	60786	14126	71.5	23.2	94	36101	79.2	59.4	104	10529	73.5	17.3	96	1356	81.0	2.2	106
TOP 50 MSA'S 4 ISSUE REACH	64835	15220	77.0	23.5	95	38251	84.0	59.0	103	11315	79.0	17.5	97	1442	86.1	2.2	106

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HOUSEHOLD SIZE

BASE: ADULTS	TOTAL U.S. '000	1 A '000	1 B % COV.	1 C % ACROSS	1 D INDEX	2 A '000	2 B % COV.	2 C % ACROSS	2 D INDEX	3 OR 4 A '000	3 OR 4 B % COV.	3 OR 4 C % ACROSS	3 OR 4 D INDEX	5+ A '000	5+ B % COV.	5+ C % ACROSS	5+ D INDEX
ALL ADULTS	174900	21540	100.0	12.3	100	52148	100.0	29.8	100	72826	100.0	41.6	100	28387	100.0	16.2	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	14354	66.6	10.8	88	42059	80.7	31.7	106	56215	77.2	42.3	102	20180	71.1	15.2	94
1 ISSUE REACH	104282	12037	55.9	11.5	94	32880	63.1	31.5	106	43722	60.0	41.9	101	15643	55.1	15.0	92
2 ISSUE REACH	122574	14166	65.8	11.6	94	38040	72.9	31.0	104	51565	70.8	42.1	101	18723	66.0	15.3	94
5 ISSUE REACH	140224	16301	75.7	11.6	94	42904	82.3	30.6	103	59066	81.1	42.1	101	21800	76.8	15.5	96
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	125494	13382	62.1	10.7	87	38110	73.1	30.4	102	54253	74.5	43.2	104	19749	69.6	15.7	97
1 ISSUE REACH	110066	12081	56.1	11.0	89	33067	63.4	30.0	101	47771	65.6	43.4	104	17147	60.4	15.6	96
2 ISSUE REACH	121255	13489	62.6	11.1	90	36381	69.8	30.0	101	52424	72.0	43.2	104	18884	66.5	15.6	96
4 ISSUE REACH	130018	14624	67.9	11.2	91	38972	74.7	30.0	101	56019	76.9	43.1	103	20264	71.4	15.6	96
TOP 100 ADI'S	144241	17491	100.0	12.1	100	42822	100.0	29.7	100	60653	100.0	42.0	100	23276	100.0	16.1	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	10088	57.7	11.5	95	27595	64.4	31.4	106	37329	61.5	42.4	101	12965	55.7	14.7	91
TOP 100 ADI'S 2 ISSUE REACH	102958	11784	67.4	11.4	94	31834	74.3	30.9	104	43674	72.0	42.4	101	15579	66.9	15.1	94
TOP 100 ADI'S 5 ISSUE REACH	117242	13465	77.0	11.5	95	35772	83.5	30.5	103	49683	81.9	42.4	101	18167	78.1	15.5	96
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	9933	56.8	10.8	89	27567	64.4	29.9	101	40404	66.6	43.8	104	14318	61.5	15.5	96
TOP 100 ADI'S 2 ISSUE REACH	101637	11097	63.4	10.9	90	30341	70.9	29.9	101	44353	73.1	43.6	104	15763	67.7	15.5	96
TOP 100 ADI'S 4 ISSUE REACH	108963	12032	68.8	11.0	91	32496	75.9	29.8	100	47381	78.1	43.5	103	16905	72.6	15.5	96
TOP 50 ADI'S	116244	13840	100.0	11.9	100	33532	100.0	28.8	100	49627	100.0	42.7	100	19245	100.0	16.6	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	8052	58.2	11.2	94	21889	65.3	30.3	105	31019	62.5	43.0	101	11227	58.3	15.6	94
TOP 50 ADI'S 2 ISSUE REACH	83607	9317	67.3	11.1	94	24982	74.5	29.9	104	35970	72.5	43.0	101	13259	68.9	15.9	96
TOP 50 ADI'S 5 ISSUE REACH	94486	10575	76.4	11.2	94	27872	83.1	29.5	102	40655	81.9	43.0	101	15240	79.2	16.1	97
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	8243	59.6	10.8	91	22006	65.6	28.8	100	33687	67.9	44.1	103	12369	64.3	16.2	98
TOP 50 ADI'S 2 ISSUE REACH	83735	9139	66.0	10.9	92	24203	72.2	28.9	100	36815	74.2	44.0	103	13520	70.3	16.1	98
TOP 50 ADI'S 4 ISSUE REACH	89474	9851	71.2	11.0	92	25896	77.2	28.9	100	39204	79.0	43.8	103	14420	74.9	16.1	97
TOP 100 MSA'S	101566	12985	100.0	12.8	100	29419	100.0	29.0	100	42582	100.0	41.9	100	16579	100.0	16.3	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	7506	57.8	12.0	94	19057	64.8	30.4	105	26699	62.7	42.6	101	9482	57.2	15.1	93
TOP 100 MSA'S 2 ISSUE REACH	72941	8705	67.0	11.9	93	21901	74.4	30.0	104	30934	72.6	42.4	101	11314	68.2	15.5	95
TOP 100 MSA'S 5 ISSUE REACH	82648	9899	76.2	12.0	94	24547	83.4	29.7	103	34936	82.0	42.3	101	13107	79.1	15.9	97
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	8015	61.7	11.6	90	20371	69.2	29.4	101	30122	70.7	43.4	104	10854	65.5	15.6	96
TOP 100 MSA'S 2 ISSUE REACH	76329	8910	68.6	11.7	91	22395	76.1	29.3	101	33032	77.6	43.3	103	11897	71.8	15.6	95
TOP 100 MSA'S 4 ISSUE REACH	81583	9611	74.0	11.8	92	23910	81.3	29.3	101	35188	82.6	43.1	103	12705	76.6	15.6	95
TOP 50 MSA'S	79648	10454	100.0	13.1	100	23196	100.0	29.1	100	32666	100.0	41.0	100	13333	100.0	16.7	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	6058	57.9	12.2	93	15087	65.0	30.4	105	20644	63.2	41.6	102	7778	58.3	15.7	94
TOP 50 MSA'S 2 ISSUE REACH	57431	6994	66.9	12.2	93	17302	74.6	30.1	103	23837	73.0	41.5	101	9238	69.3	16.1	96
TOP 50 MSA'S 5 ISSUE REACH	64907	7928	75.8	12.2	93	19362	83.5	29.8	102	26849	82.2	41.4	101	10654	79.9	16.4	98
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	6592	63.1	11.9	91	16154	69.6	29.2	100	23710	72.6	42.8	104	8921	66.9	16.1	96
TOP 50 MSA'S 2 ISSUE REACH	60786	7284	69.7	12.0	91	17788	76.7	29.3	100	25881	79.2	42.6	104	9735	73.0	16.0	96
TOP 50 MSA'S 4 ISSUE REACH	64835	7824	74.8	12.1	92	19004	81.9	29.3	101	27471	84.1	42.4	103	10362	77.7	16.0	95

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BASE: ADULTS	TOTAL U.S. '000	$60,000 OR MORE A '000	B % COV.	C % ACROSS	D INDEX	$50,000-59,999 A '000	B % COV.	C % ACROSS	D INDEX	$40,000-49,999 A '000	B % COV.	C % ACROSS	D INDEX	$35,000-39,999 A '000	B % COV.	C % ACROSS	D INDEX
ALL ADULTS	174900	21481	100.0	12.3	100	15122	100.0	8.6	100	24289	100.0	13.9	100	14891	100.0	8.5	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	22589	105.2	17.0	138	13464	89.0	10.1	117	20105	82.8	15.1	109	12260	82.3	9.2	108
1 ISSUE REACH	104282	16018	74.6	15.4	125	9855	65.2	9.5	109	15356	63.2	14.7	106	9491	63.7	9.1	107
2 ISSUE REACH	122574	17984	83.7	14.7	119	11490	76.0	9.4	108	17923	73.8	14.6	105	11120	74.7	9.1	107
5 ISSUE REACH	140224	19595	91.2	14.0	114	12965	85.7	9.2	107	20306	83.6	14.5	104	12611	84.7	9.0	106
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	125494	20081	93.5	16.0	130	12474	82.5	9.9	115	19934	82.1	15.9	114	11240	75.5	9.0	105
1 ISSUE REACH	110066	16754	78.0	15.2	124	10655	70.5	9.7	112	17286	71.2	15.7	113	10012	67.2	9.1	107
2 ISSUE REACH	121255	18072	84.1	14.9	121	11546	76.4	9.5	110	18849	77.6	15.5	112	10946	73.5	9.0	106
4 ISSUE REACH	130018	18996	88.4	14.6	119	12220	80.8	9.4	109	20013	82.4	15.4	111	11662	78.3	9.0	105
TOP 100 ADI'S	144241	19792	100.0	13.7	100	13211	100.0	9.2	100	20880	100.0	14.5	100	12489	100.0	8.7	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	14758	74.6	16.8	122	8741	66.2	9.9	108	12958	62.1	14.7	102	7986	63.9	9.1	105
TOP 100 ADI'S 2 ISSUE REACH	102958	16523	83.5	16.0	117	10130	76.7	9.8	107	15242	73.0	14.8	102	9332	74.7	9.1	105
TOP 100 ADI'S 5 ISSUE REACH	117242	17984	90.9	15.3	112	11376	86.1	9.7	106	17374	83.2	14.8	102	10566	84.6	9.0	104
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	15431	78.0	16.7	122	9379	71.0	10.2	111	14798	70.9	16.0	111	8400	67.3	9.1	105
TOP 100 ADI'S 2 ISSUE REACH	101637	16662	84.2	16.4	119	10143	76.8	10.0	109	16203	77.6	15.9	110	9233	73.9	9.1	105
TOP 100 ADI'S 4 ISSUE REACH	108963	17523	88.5	16.1	117	10721	81.2	9.8	107	17245	82.6	15.8	109	9868	79.0	9.1	105
TOP 50 ADI'S	116244	17926	100.0	15.4	100	11679	100.0	10.0	100	17647	100.0	15.2	100	9964	100.0	8.6	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	13401	74.8	18.6	120	7638	65.4	10.6	105	11020	62.4	15.3	101	6387	64.1	8.8	103
TOP 50 ADI'S 2 ISSUE REACH	83607	14960	83.5	17.9	116	8813	75.5	10.5	105	12830	72.7	15.3	101	7414	74.4	8.9	103
TOP 50 ADI'S 5 ISSUE REACH	94486	16258	90.7	17.2	112	9889	84.7	10.5	104	14535	82.4	15.4	101	8363	83.9	8.9	103
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	14106	78.7	18.5	120	8382	71.8	11.0	109	12480	70.7	16.4	108	6885	69.1	9.0	105
TOP 50 ADI'S 2 ISSUE REACH	83735	15193	84.8	18.1	118	9005	77.1	10.8	107	13680	77.5	16.3	108	7548	75.8	9.0	105
TOP 50 ADI'S 4 ISSUE REACH	89474	15950	89.0	17.8	116	9478	81.2	10.6	105	14570	82.6	16.3	107	8047	80.8	9.0	105
TOP 100 MSA'S	101566	16672	100.0	16.4	100	10756	100.0	10.6	100	15971	100.0	15.7	100	8954	100.0	8.8	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	12506	75.0	19.9	121	6906	64.2	11.0	104	9762	61.1	15.6	99	5681	63.4	9.1	103
TOP 100 MSA'S 2 ISSUE REACH	72941	13934	83.6	19.1	116	8053	74.9	11.0	104	11523	72.1	15.8	100	6558	73.2	9.0	102
TOP 100 MSA'S 5 ISSUE REACH	82648	15124	90.7	18.3	111	9104	84.6	11.0	104	13181	82.5	15.9	101	7383	82.5	8.9	101
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	13089	78.5	18.9	115	7614	70.8	11.0	104	11572	72.5	16.7	106	6432	71.8	9.3	105
TOP 100 MSA'S 2 ISSUE REACH	76329	14127	84.7	18.5	113	8252	76.7	10.8	102	12674	79.4	16.6	106	7058	78.8	9.2	105
TOP 100 MSA'S 4 ISSUE REACH	81583	14847	89.1	18.2	111	8734	81.2	10.7	101	13477	84.4	16.5	105	7516	83.9	9.2	105
TOP 50 MSA'S	79648	14007	100.0	17.6	100	8807	100.0	11.1	100	12595	100.0	15.8	100	6837	100.0	8.6	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	10383	74.1	20.9	119	5625	63.9	11.3	103	7713	61.2	15.6	98	4357	63.7	8.8	102
TOP 50 MSA'S 2 ISSUE REACH	57431	11586	82.7	20.2	115	6550	74.4	11.4	103	9054	71.9	15.8	100	5040	73.7	8.8	102
TOP 50 MSA'S 5 ISSUE REACH	64907	12604	90.0	19.4	110	7404	84.1	11.4	103	10324	82.0	15.9	101	5678	83.0	8.7	102
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	11045	78.9	19.9	113	6351	72.1	11.5	104	9104	72.3	16.4	104	5010	73.3	9.0	105
TOP 50 MSA'S 2 ISSUE REACH	60786	11903	85.0	19.6	111	6783	77.0	11.2	101	10011	79.5	16.5	104	5489	80.3	9.0	105
TOP 50 MSA'S 4 ISSUE REACH	64835	12498	89.2	19.3	110	7113	80.8	11.0	99	10668	84.7	16.5	104	5834	85.3	9.0	105

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Spring 1988

HOUSEHOLD INCOME

BASE: ADULTS	TOTAL U.S. '000	$30,000-34,999 A '000	B % COV.	C % ACROSS	D INDEX	$20,000-29,999 A '000	B % COV.	C % ACROSS	D INDEX	$10,000-19,999 A '000	B % COV.	C % ACROSS	D INDEX	UNDER $10,000 A '000	B % COV.	C % ACROSS	D INDEX
ALL ADULTS	174900	16195	100.0	9.3	100	33219	100.0	19.0	100	31056	100.0	17.8	100	18647	100.0	10.7	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	12642	78.1	9.5	103	23972	72.2	18.1	95	18404	59.3	13.9	78	9372	50.3	7.1	66
1 ISSUE REACH	104282	10272	63.4	9.9	106	19377	58.3	18.6	98	15797	50.9	15.1	85	8116	43.5	7.8	73
2 ISSUE REACH	122574	11938	73.7	9.7	105	22906	69.0	18.7	98	18971	61.1	15.5	87	9900	53.1	8.1	76
5 ISSUE REACH	140224	13490	83.3	9.6	104	26344	79.3	18.8	99	22265	71.7	15.9	89	11849	63.5	8.5	79
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	125494	12722	78.6	10.1	109	22551	67.9	18.0	95	18189	58.6	14.5	82	8303	44.5	6.6	62
1 ISSUE REACH	110066	11012	68.0	10.0	108	20490	61.7	18.6	98	16282	52.4	14.8	83	7574	40.6	6.9	65
2 ISSUE REACH	121255	11894	73.4	9.8	106	22841	68.8	18.8	99	18152	58.4	15.0	84	8795	47.2	7.3	68
4 ISSUE REACH	130018	12577	77.7	9.7	104	24680	74.3	19.0	100	19683	63.4	15.1	85	9837	52.8	7.6	71
TOP 100 ADI'S	144241	13358	100.0	9.3	100	26953	100.0	18.7	100	23604	100.0	16.4	100	13954	100.0	9.7	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	8524	63.8	9.7	105	16050	59.5	18.2	98	12579	53.3	14.3	87	6381	45.7	7.3	75
TOP 100 ADI'S 2 ISSUE REACH	102958	9820	73.5	9.5	103	18907	70.1	18.4	98	14964	63.4	14.5	89	7744	55.5	7.5	78
TOP 100 ADI'S 5 ISSUE REACH	117242	11037	82.6	9.4	102	21660	80.4	18.5	99	17398	73.7	14.8	91	9212	66.0	7.9	81
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	9125	68.3	9.9	107	16942	62.9	18.4	98	12368	52.4	13.4	82	5778	41.4	6.3	65
TOP 100 ADI'S 2 ISSUE REACH	101637	9874	73.9	9.7	105	18903	70.1	18.6	100	13835	58.6	13.6	83	6633	47.5	6.5	67
TOP 100 ADI'S 4 ISSUE REACH	108963	10451	78.2	9.6	104	20423	75.8	18.7	100	15035	63.7	13.8	84	7360	52.7	6.8	70
TOP 50 ADI'S	116244	10763	100.0	9.3	100	20728	100.0	17.8	100	17756	100.0	15.3	100	9782	100.0	8.4	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	6936	64.4	9.6	104	12623	60.9	17.5	98	9667	54.4	13.4	88	4515	46.2	6.3	74
TOP 50 ADI'S 2 ISSUE REACH	83607	7931	73.7	9.5	102	14714	71.0	17.6	99	11320	63.8	13.5	89	5396	55.2	6.5	77
TOP 50 ADI'S 5 ISSUE REACH	94486	8868	82.4	9.4	101	16720	80.7	17.7	99	13004	73.2	13.8	90	6343	64.8	6.7	80
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	7532	70.0	9.9	107	13018	62.8	17.1	96	9683	54.5	12.7	83	4217	43.1	5.5	66
TOP 50 ADI'S 2 ISSUE REACH	83735	8100	75.3	9.7	104	14455	69.7	17.3	97	10770	60.7	12.9	84	4802	49.1	5.7	68
TOP 50 ADI'S 4 ISSUE REACH	89474	8536	79.3	9.5	103	15574	75.1	17.4	98	11653	65.6	13.0	85	5296	54.1	5.9	70
TOP 100 MSA'S	101566	9031	100.0	8.9	100	17383	100.0	17.1	100	14827	100.0	14.6	100	7972	100.0	7.8	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	5650	62.6	9.0	101	10732	61.7	17.1	100	7794	52.6	12.4	85	3714	46.6	5.9	75
TOP 100 MSA'S 2 ISSUE REACH	72941	6612	73.2	9.1	102	12451	71.6	17.1	100	9124	61.5	12.5	86	4436	55.6	6.1	77
TOP 100 MSA'S 5 ISSUE REACH	82648	7510	83.2	9.1	102	14092	81.1	17.1	100	10499	70.8	12.7	87	5210	65.4	6.3	80
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	6376	70.6	9.2	103	11898	68.4	17.2	100	8590	57.9	12.4	85	3791	47.6	5.5	70
TOP 100 MSA'S 2 ISSUE REACH	76329	6902	76.4	9.0	102	13228	76.1	17.3	101	9571	64.6	12.5	86	4370	54.8	5.7	73
TOP 100 MSA'S 4 ISSUE REACH	81583	7300	80.8	8.9	101	14215	81.8	17.4	102	10355	69.8	12.7	87	4852	60.9	5.9	76
TOP 50 MSA'S	79648	6858	100.0	8.6	100	13300	100.0	16.7	100	11196	100.0	14.1	100	6046	100.0	7.6	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	4228	61.7	8.5	99	8413	63.3	17.0	102	6119	54 7	12.3	88	2727	45.1	5.5	72
TOP 50 MSA'S 2 ISSUE REACH	57431	4948	72.1	8.6	100	9767	73.4	17.0	102	7049	63.0	12.3	87	3250	53.8	5.7	75
TOP 50 MSA'S 5 ISSUE REACH	64907	5629	82.1	8.7	101	11033	83.0	17.0	102	8003	71.5	12.3	88	3816	63.1	5.9	77
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	4977	72.6	9.0	104	9195	69.1	16.6	99	6759	60.4	12.2	87	2936	48.6	5.3	70
TOP 50 MSA'S 2 ISSUE REACH	60786	5337	77.8	8.8	102	10269	77.2	16.9	101	7451	66.6	12.3	87	3373	55.8	5.5	73
TOP 50 MSA'S 4 ISSUE REACH	64835	5609	81.8	8.7	100	11055	83.1	17.1	102	8000	71.5	12.3	88	3735	61.8	5.8	76

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BASE: ADULTS	TOTAL U.S. '000	MSA CENTRAL-CITY A '000	B % COV.	C % ACROSS	D INDEX	MSA SUBURBAN A '000	B % COV.	C % ACROSS	D INDEX	NON-MSA A '000	B % COV.	C % ACROSS	D INDEX
ALL ADULTS	174900	63219	100.0	36.1	100	71335	100.0	40.8	100	40346	100.0	23.1	100
DAILY NEWSP.: TOTAL U.S.													
READ ANY (GROSS)	132808	48831	77.2	36.8	102	56794	79.6	42.8	105	27182	67.4	20.5	89
1 ISSUE REACH	104282	39307	62.2	37.7	104	43618	61.1	41.8	103	21357	52.9	20.5	89
2 ISSUE REACH	122574	46045	72.8	37.6	104	50677	71.0	41.3	101	25726	63.8	21.0	91
5 ISSUE REACH	140224	52361	82.8	37.3	103	57454	80.5	41.0	100	30171	74.8	21.5	93
SUNDAY-NEWSP.: TOTAL U.S.													
READ ANY (GROSS)	125494	47941	75.8	38.2	106	54449	76.3	43.4	106	23103	57.3	18.4	80
1 ISSUE REACH	110066	43684	69.1	39.7	110	46765	65.6	42.5	104	19617	48.6	17.8	77
2 ISSUE REACH	121255	48098	76.1	39.7	110	51288	71.9	42.3	104	21797	54.0	18.0	78
4 ISSUE REACH	130018	51400	81.3	39.5	109	54786	76.8	42.1	103	23606	58.5	18.2	79
TOP 100 ADI'S	144241	52536	100.0	36.4	100	66712	100.0	46.3	100	24993	100.0	17.3	100
DAILY NEWSPAPERS:													
TOP 100 ADI'S 1 ISSUE REACH	87977	33252	63.3	37.8	104	40891	61.3	46.5	100	13834	55.4	15.7	91
TOP 100 ADI'S 2 ISSUE REACH	102958	38791	73.8	37.7	103	47452	71.1	46.1	100	16641	66.6	16.2	93
TOP 100 ADI'S 5 ISSUE REACH	117242	43932	83.6	37.5	103	53748	80.6	45.8	99	19428	77.7	16.6	96
SUNDAY NEWSPAPERS:													
TOP 100 ADI'S 1 ISSUE REACH	92221	36992	70.4	40.1	110	43805	65.7	47.5	103	11424	45.7	12.4	71
TOP 100 ADI'S 2 ISSUE REACH	101637	40579	77.2	39.9	110	48114	72.1	47.3	102	12882	51.5	12.7	73
TOP 100 ADI'S 4 ISSUE REACH	108963	43243	82.3	39.7	109	51439	77.1	47.2	102	14102	56.4	12.9	75
TOP 50 ADI'S	116244	45504	100.0	39.1	100	59948	100.0	51.6	100	10792	100.0	9.3	100
DAILY NEWSPAPERS:													
TOP 50 ADI'S 1 ISSUE REACH	72187	28868	63.4	40.0	102	37442	62.5	51.9	101	5877	54.5	8.1	88
TOP 50 ADI'S 2 ISSUE REACH	83607	33472	73.6	40.0	102	43232	72.1	51.7	100	6845	63.4	8.2	88
TOP 50 ADI'S 5 ISSUE REACH	94486	37775	83.0	40.0	102	48745	81.3	51.6	100	7834	72.6	8.3	89
SUNDAY NEWSPAPERS:													
TOP 50 ADI'S 1 ISSUE REACH	76305	32159	70.7	42.1	108	39706	66.2	52.0	101	4440	41.1	5.8	63
TOP 50 ADI'S 2 ISSUE REACH	83735	35184	77.3	42.0	107	43506	72.6	52.0	101	4956	45.9	5.9	64
TOP 50 ADI'S 4 ISSUE REACH	89474	37435	82.3	41.8	107	46434	77.5	51.9	101	5393	50.0	6.0	65
TOP 100 MSA'S	101566	43647	100.0	43.0	100	57918	100.0	57.0	100	-	-	-	-
DAILY NEWSPAPERS:													
TOP 100 MSA'S 1 ISSUE REACH	62744	27396	62.8	43.7	102	35348	61.0	56.3	99	-	-	-	-
TOP 100 MSA'S 2 ISSUE REACH	72941	31954	73.2	43.8	102	40965	70.7	56.2	98	-	-	-	-
TOP 100 MSA'S 5 ISSUE REACH	82648	36217	83.0	43.8	102	46380	80.1	56.1	98	-	-	-	-
SUNDAY NEWSPAPERS:													
TOP 100 MSA'S 1 ISSUE REACH	69362	30738	70.4	44.3	103	38624	66.7	55.7	98	-	-	-	-
TOP 100 MSA'S 2 ISSUE REACH	76329	33837	77.5	44.3	103	42475	73.3	55.6	98	-	-	-	-
TOP 100 MSA'S 4 ISSUE REACH	81583	36125	82.8	44.3	103	45420	78.4	55.7	98	-	-	-	-
TOP 50 MSA'S	79648	34055	100.0	42.8	100	45593	100.0	57.2	100	-	-	-	-
DAILY NEWSPAPERS:													
TOP 50 MSA'S 1 ISSUE REACH	49566	21624	63.5	43.6	102	27942	61.3	56.4	98	-	-	-	-
TOP 50 MSA'S 2 ISSUE REACH	57431	25024	73.5	43.6	102	32373	71.0	56.4	98	-	-	-	-
TOP 50 MSA'S 5 ISSUE REACH	64907	28209	82.8	43.5	102	36634	80.4	56.4	99	-	-	-	-
SUNDAY NEWSPAPERS:													
TOP 50 MSA'S 1 ISSUE REACH	55376	24546	72.1	44.3	104	30830	67.6	55.7	97	-	-	-	-
TOP 50 MSA'S 2 ISSUE REACH	60786	26868	78.9	44.2	103	33897	74.3	55.8	97	-	-	-	-
TOP 50 MSA'S 4 ISSUE REACH	64835	28569	83.9	44.1	103	36226	79.5	55.9	98	-	-	-	-

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COUNTY SIZE

BASE: ADULTS	TOTAL U.S. '000	A '000	A B % COV.	A C % ACROSS	A D INDEX	B '000	B B % COV.	B C % ACROSS	B D INDEX	C '000	C B % COV.	C C % ACROSS	C D INDEX	D '000	D B % COV.	D C % ACROSS	D D INDEX
ALL ADULTS	174900	73087	100.0	41.8	100	51996	100.0	29.7	100	26601	100.0	15.2	100	23216	100.0	13.3	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	59707	81.7	45.0	108	39191	75.4	29.5	99	19598	73.7	14.8	97	14311	61.6	10.8	81
1 ISSUE REACH	104282	46082	63.1	44.2	106	31472	60.5	30.2	102	15556	58.5	14.9	98	11172	48.1	10.7	81
2 ISSUE REACH	122574	53237	72.8	43.4	104	36923	71.0	30.1	101	18792	70.6	15.3	101	13442	57.9	11.0	83
5 ISSUE REACH	140224	59995	82.1	42.8	102	42136	81.0	30.0	101	21869	82.2	15.6	103	15848	68.3	11.3	85
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	125494	59356	81.2	47.3	113	36670	70.5	29.2	98	17767	66.8	14.2	93	11701	50.4	9.3	70
1 ISSUE REACH	110066	51614	70.6	46.9	112	33078	63.6	30.1	101	15105	56.8	13.7	90	10269	44.2	9.3	70
2 ISSUE REACH	121255	56322	77.1	46.4	111	36715	70.6	30.3	102	16552	62.2	13.7	90	11598	50.0	9.6	72
4 ISSUE REACH	130018	59842	81.9	46.0	110	39533	76.0	30.4	102	17723	66.6	13.6	90	12716	54.8	9.8	74
TOP 100 ADI'S	144241	72946	100.0	50.6	100	43102	100.0	29.9	100	14014	100.0	9.7	100	14180	100.0	9.8	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	46018	63.1	52.3	103	26382	61.2	30.0	100	8244	58.8	9.4	96	7334	51.7	8.3	85
TOP 100 ADI'S 2 ISSUE REACH	102958	53144	72.9	51.6	102	30868	71.6	30.0	100	9971	71.2	9.7	100	8840	62.3	8.6	87
TOP 100 ADI'S 5 ISSUE REACH	117242	59875	82.1	51.1	101	35135	81.5	30.0	100	11602	82.8	9.9	102	10389	73.3	8.9	90
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	51521	70.6	55.9	110	27217	63.1	29.5	99	7360	52.5	8.0	82	6123	43.2	6.6	68
TOP 100 ADI'S 2 ISSUE REACH	101637	56215	77.1	55.3	109	30150	70.0	29.7	99	8178	58.4	8.0	83	6975	49.2	6.9	70
TOP 100 ADI'S 4 ISSUE REACH	108963	59725	81.9	54.8	108	32434	75.2	29.8	100	8848	63.1	8.1	84	7694	54.3	7.1	72
TOP 50 ADI'S	116244	72946	100.0	62.8	100	30583	100.0	26.3	100	7983	100.0	6.9	100	4732	100.0	4.1	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	46018	63.1	63.7	102	19433	63.5	26.9	102	4360	54.6	6.0	88	2375	50.2	3.3	81
TOP 50 ADI'S 2 ISSUE REACH	83607	53144	72.9	63.6	101	22344	73.1	26.7	102	5225	65.5	6.2	91	2795	59.1	3.3	82
TOP 50 ADI'S 5 ISSUE REACH	94486	59875	82.1	63.4	101	25095	82.1	26.6	101	6093	76.3	6.4	94	3236	68.4	3.4	84
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	51521	70.6	67.5	108	19171	62.7	25.1	95	3637	45.6	4.8	69	1976	41.8	2.6	64
TOP 50 ADI'S 2 ISSUE REACH	83735	56215	77.1	67.1	107	21115	69.0	25.2	96	4054	50.8	4.8	70	2238	47.3	2.7	66
TOP 50 ADI'S 4 ISSUE REACH	89474	59725	81.9	66.8	106	22640	74.0	25.3	96	4403	55.2	4.9	72	2460	52.0	2.7	68
TOP 100 MSA'S	101566	68803	100.0	67.7	100	30469	100.0	30.0	100	2058	100.0	2.0	100	*235	100.0	.2	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	43416	63.1	69.2	102	18100	59.4	28.8	96	1137	55.2	1.8	89	*92	39.1	.1	63
TOP 100 MSA'S 2 ISSUE REACH	72941	50089	72.8	68.7	101	21308	69.9	29.2	97	1337	65.0	1.8	90	*113	48.1	.2	67
TOP 100 MSA'S 5 ISSUE REACH	82648	56399	82.0	68.2	101	24406	80.1	29.5	98	1539	74.8	1.9	92	*137	58.3	.2	72
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	48560	70.6	70.0	103	19510	64.0	28.1	94	1106	53.7	1.6	79	*185	78.7	.3	115
TOP 100 MSA'S 2 ISSUE REACH	76329	52976	77.0	69.4	102	21833	71.7	28.6	95	1252	60.8	1.6	81	*189	80.4	.2	107
TOP 100 MSA'S 4 ISSUE REACH	81583	56280	81.8	69.0	102	23613	77.5	28.9	96	1370	66.6	1.7	83	*192	81.7	.2	102
TOP 50 MSA'S	79648	66166	100.0	83.1	100	11620	100.0	14.6	100	1627	100.0	2.0	100	*235	100.0	.3	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	41518	62.7	83.8	101	7179	61.8	14.5	99	777	47.8	1.6	77	*92	39.1	.2	63
TOP 50 MSA'S 2 ISSUE REACH	57431	47919	72.4	83.4	100	8416	72.4	14.7	100	931	57.2	1.6	79	*113	48.1	.2	67
TOP 50 MSA'S 5 ISSUE REACH	64907	53996	81.6	83.2	100	9581	82.5	14.8	101	1095	67.3	1.7	83	*137	58.3	.2	72
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	46613	70.4	84.2	101	7714	66.4	13.9	95	864	53.1	1.6	76	*185	78.7	.3	113
TOP 50 MSA'S 2 ISSUE REACH	60786	50880	76.9	83.7	101	8706	74.9	14.3	98	967	59.4	1.6	78	*189	80.4	.3	105
TOP 50 MSA'S 4 ISSUE REACH	64835	54074	81.7	83.4	100	9443	81.3	14.6	100	1051	64.6	1.6	79	*192	81.7	.3	100

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CENSUS REGION

BASE: ADULTS	TOTAL U.S. '000	NORTH EAST A '000	NORTH EAST B % COV.	NORTH EAST C % ACROSS	NORTH EAST D INDEX	NORTH CENTRAL A '000	NORTH CENTRAL B % COV.	NORTH CENTRAL C % ACROSS	NORTH CENTRAL D INDEX	SOUTH A '000	SOUTH B % COV.	SOUTH C % ACROSS	SOUTH D INDEX	WEST A '000	WEST B % COV.	WEST C % ACROSS	WEST D INDEX
ALL ADULTS	174900	37454	100.0	21.4	100	43122	100.0	24.7	100	60173	100.0	34.4	100	34151	100.0	19.5	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	36899	98.5	27.8	130	34023	78.9	25.6	104	37317	62.0	28.1	82	24569	71.9	18.5	95
1 ISSUE REACH	104282	27710	74.0	26.6	124	26204	60.8	25.1	102	30710	51.0	29.4	86	19657	57.6	18.8	97
2 ISSUE REACH	122574	30903	82.5	25.2	118	30902	71.7	25.2	102	36945	61.4	30.1	88	23467	68.7	19.1	98
5 ISSUE REACH	140224	33620	89.8	24.0	112	35353	82.0	25.2	102	43403	72.1	31.0	90	27178	79.6	19.4	99
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	125494	33005	88.1	26.3	123	32412	75.2	25.8	105	35646	59.2	28.4	83	24431	71.5	19.5	100
1 ISSUE REACH	110066	27577	73.6	25.1	117	28207	65.4	25.6	104	32652	54.3	29.7	86	21630	63.3	19.7	101
2 ISSUE REACH	121255	29393	78.5	24.2	113	30776	71.4	25.4	103	36908	61.3	30.4	88	24042	70.4	19.8	102
4 ISSUE REACH	130018	30770	82.2	23.7	111	32775	76.0	25.2	102	40353	67.1	31.0	90	25912	75.9	19.9	102
TOP 100 ADI'S	144241	35660	100.0	24.7	100	37455	100.0	26.0	100	43387	100.0	30.1	100	27740	100.0	19.2	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	26636	74.7	30.3	122	23293	62.2	26.5	102	22305	51.4	25.4	84	15743	56.8	17.9	93
TOP 100 ADI'S 2 ISSUE REACH	102958	29473	82.7	28.6	116	27528	73.5	26.7	103	27017	62.3	26.2	87	18599	67.0	18.1	94
TOP 100 ADI'S 5 ISSUE REACH	117242	31913	89.5	27.2	110	31447	84.0	26.8	103	31868	73.5	27.2	90	21431	77.3	18.3	95
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	26624	74.7	28.9	117	25359	67.7	27.5	106	23402	53.9	25.4	84	16836	60.7	18.3	95
TOP 100 ADI'S 2 ISSUE REACH	101637	28357	79.5	27.9	113	27713	74.0	27.3	105	26535	61.2	26.1	87	18846	67.9	18.5	96
TOP 100 ADI'S 4 ISSUE REACH	108963	29662	83.2	27.2	110	29513	78.8	27.1	104	29073	67.0	26.7	89	20423	73.6	18.7	97
TOP 50 ADI'S	116244	31221	100.0	26.9	100	27475	100.0	23.6	100	31635	100.0	27.2	100	25914	100.0	22.3	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	23524	75.3	32.6	121	17213	62.6	23.8	101	16667	52.7	23.1	85	14783	57.0	20.5	92
TOP 50 ADI'S 2 ISSUE REACH	83607	25865	82.8	30.9	115	20084	73.1	24.0	102	20161	63.7	24.1	89	17229	66.5	20.6	92
TOP 50 ADI'S 5 ISSUE REACH	94486	27894	89.3	29.5	110	22772	82.9	24.1	102	23717	75.0	25.1	92	19673	75.9	20.8	93
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	23961	76.7	31.4	117	19240	70.0	25.2	107	17495	55.3	22.9	84	15609	60.2	20.5	92
TOP 50 ADI'S 2 ISSUE REACH	83735	25473	81.6	30.4	113	20893	76.0	25.0	106	19804	62.6	23.7	87	17426	67.2	20.8	93
TOP 50 ADI'S 4 ISSUE REACH	89474	26594	85.2	29.7	111	22145	80.6	24.8	105	21662	68.5	24.2	89	18858	72.8	21.1	95
TOP 100 MSA'S	101566	28267	100.0	27.8	100	21585	100.0	21.3	100	28645	100.0	28.2	100	23068	100.0	22.7	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	21064	74.5	33.6	121	13451	62.3	21.4	101	15234	53.2	24.3	86	12996	56.3	20.7	91
TOP 100 MSA'S 2 ISSUE REACH	72941	23324	82.5	32.0	115	15590	72.2	21.4	101	18552	64.8	25.4	90	15267	66.2	20.9	92
TOP 100 MSA'S 5 ISSUE REACH	82648	25270	89.4	30.6	110	17620	81.6	21.3	100	21899	76.4	26.5	94	17538	76.0	21.2	93
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	21792	77.1	31.4	113	15976	74.0	23.0	108	17377	60.7	25.1	89	14217	61.6	20.5	90
TOP 100 MSA'S 2 ISSUE REACH	76329	23192	82.0	30.4	109	17228	79.8	22.6	106	19703	68.8	25.8	92	16067	69.7	21.0	93
TOP 100 MSA'S 4 ISSUE REACH	81583	24223	85.7	29.7	107	18153	84.1	22.3	105	21512	75.1	26.4	93	17499	75.9	21.4	94
TOP 50 MSA'S	79648	21360	100.0	26.8	100	19004	100.0	23.9	100	18248	100.0	22.9	100	21036	100.0	26.4	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	16002	74.9	32.3	120	11737	61.8	23.7	99	10005	54.8	20.2	88	11822	56.2	23.9	90
TOP 50 MSA'S 2 ISSUE REACH	57431	17675	82.7	30.8	115	13641	71.8	23.8	100	12162	66.6	21.2	92	13778	65.5	24.0	91
TOP 50 MSA'S 5 ISSUE REACH	64907	19116	89.5	29.5	110	15454	81.3	23.8	100	14300	78.4	22.0	96	15747	74.9	24.3	92
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	16613	77.8	30.0	112	14106	74.2	25.5	107	11732	64.3	21.2	92	12926	61.4	23.3	88
TOP 50 MSA'S 2 ISSUE REACH	60786	17635	82.6	29.0	108	15206	80.0	25.0	105	13260	72.7	21.8	95	14583	69.3	24.0	91
TOP 50 MSA'S 4 ISSUE REACH	64835	18387	86.1	28.4	106	16018	84.3	24.7	104	14417	79.0	22.2	97	15869	75.4	24.5	93

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VALUE OF OWNED HOME

BASE: ADULTS	TOTAL U.S. '000	$100,000 OR MORE A '000	B % COV.	C % ACROSS	D INDEX	$60,000–99,999 A '000	B % COV.	C % ACROSS	D INDEX	$30,000–59,999 A '000	B % COV.	C % ACROSS	D INDEX	LESS THAN $30,000 A '000	B % COV.	C % ACROSS	D INDEX
ALL ADULTS	174900	38008	100.0	21.7	100	35244	100.0	20.2	100	33610	100.0	19.2	100	14695	100.0	8.4	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	36561	96.2	27.5	127	28506	80.9	21.5	107	25278	75.2	19.0	99	8003	54.5	6.0	72
1 ISSUE REACH	104282	27376	72.0	26.3	121	22083	62.7	21.2	105	20170	60.0	19.3	101	6800	46.3	6.5	78
2 ISSUE REACH	122574	30868	81.2	25.2	116	26062	73.9	21.3	106	23839	70.9	19.4	101	8223	56.0	6.7	80
5 ISSUE REACH	140224	33862	89.1	24.1	111	29725	84.3	21.2	105	27341	81.3	19.5	101	9750	66.3	7.0	83
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	125494	33800	88.9	26.9	124	27206	77.2	21.7	108	23258	69.2	18.5	96	8130	55.3	6.5	77
1 ISSUE REACH	110066	28748	75.6	26.1	120	23925	67.9	21.7	108	20677	61.5	18.8	98	6862	46.7	6.2	74
2 ISSUE REACH	121255	30942	81.4	25.5	117	26180	74.3	21.6	107	22662	67.4	18.7	97	7653	52.1	6.3	75
4 ISSUE REACH	130018	32541	85.6	25.0	115	27899	79.2	21.5	106	24235	72.1	18.6	97	8313	56.6	6.4	76
TOP 100 ADI'S	144241	35459	100.0	24.6	100	29661	100.0	20.6	100	24859	100.0	17.2	100	10491	100.0	7.3	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	25641	72.3	29.1	119	18726	63.1	21.3	104	15230	61.3	17.3	100	5120	48.8	5.8	80
TOP 100 ADI'S 2 ISSUE REACH	102958	28901	81.5	28.1	114	22075	74.4	21.4	104	18022	72.5	17.5	102	6120	58.3	5.9	82
TOP 100 ADI'S 5 ISSUE REACH	117242	31682	89.3	27.0	110	25140	84.8	21.4	104	20637	83.0	17.6	102	7176	68.4	6.1	84
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	26889	75.8	29.2	119	20092	67.7	21.8	106	15457	62.2	16.8	97	4833	46.1	5.2	72
TOP 100 ADI'S 2 ISSUE REACH	101637	29017	81.8	28.5	116	22092	74.5	21.7	106	17017	68.5	16.7	97	5420	51.7	5.3	73
TOP 100 ADI'S 4 ISSUE REACH	108963	30554	86.2	28.0	114	23609	79.6	21.7	105	18245	73.4	16.7	97	5911	56.3	5.4	75
TOP 50 ADI'S	116244	32541	100.0	28.0	100	24021	100.0	20.7	100	17381	100.0	15.0	100	5448	100.0	4.7	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	23504	72.2	32.6	116	15399	64.1	21.3	103	10496	60.4	14.5	97	2724	50.0	3.8	81
TOP 50 ADI'S 2 ISSUE REACH	83607	26424	81.2	31.6	113	17929	74.6	21.4	104	12361	71.1	14.8	99	3200	58.7	3.8	82
TOP 50 ADI'S 5 ISSUE REACH	94486	28939	88.9	30.6	109	20256	84.3	21.4	104	14140	81.4	15.0	100	3701	67.9	3.9	84
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	24892	76.5	32.6	117	16397	68.3	21.5	104	10854	62.4	14.2	95	2764	50.7	3.6	77
TOP 50 ADI'S 2 ISSUE REACH	83735	26781	82.3	32.0	114	17968	74.8	21.5	104	11899	68.5	14.2	95	3064	56.2	3.7	78
TOP 50 ADI'S 4 ISSUE REACH	89474	28144	86.5	31.5	112	19160	79.8	21.4	104	12723	73.2	14.2	95	3311	60.8	3.7	79
TOP 100 MSA'S	101566	30339	100.0	29.9	100	20886	100.0	20.6	100	13138	100.0	12.9	100	4206	100.0	4.1	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	21829	72.0	34.8	116	13207	63.2	21.0	102	7872	59.9	12.5	97	1880	44.7	3.0	72
TOP 100 MSA'S 2 ISSUE REACH	72941	24536	80.9	33.6	113	15412	73.8	21.1	103	9308	70.8	12.8	99	2277	54.1	3.1	75
TOP 100 MSA'S 5 ISSUE REACH	82648	26882	88.6	32.5	109	17459	83.6	21.1	103	10679	81.3	12.9	100	2707	64.4	3.3	79
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	23428	77.2	33.8	113	14796	70.8	21.3	104	8637	65.7	12.5	96	2380	56.6	3.4	83
TOP 100 MSA'S 2 ISSUE REACH	76329	25288	83.4	33.1	111	16171	77.4	21.2	103	9456	72.0	12.4	96	2672	63.5	3.5	85
TOP 100 MSA'S 4 ISSUE REACH	81583	26605	87.7	32.6	109	17194	82.3	21.1	102	10090	76.8	12.4	96	2906	69.1	3.6	86
TOP 50 MSA'S	79648	24469	100.0	30.7	100	16292	100.0	20.5	100	9413	100.0	11.8	100	2751	100.0	3.5	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	17387	71.1	35.1	114	10390	63.8	21.0	102	5655	60.1	11.4	97	1191	43.3	2.4	70
TOP 50 MSA'S 2 ISSUE REACH	57431	19646	80.3	34.2	111	12041	73.9	21.0	102	6708	71.3	11.7	99	1467	53.3	2.6	74
TOP 50 MSA'S 5 ISSUE REACH	64907	21610	88.3	33.3	108	13578	83.3	20.9	102	7708	81.9	11.9	100	1769	64.3	2.7	79
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	59376	18741	76.6	33.8	110	11836	72.6	21.4	104	6378	67.8	11.5	97	1499	54.5	2.7	78
TOP 50 MSA'S 2 ISSUE REACH	60786	20247	82.7	33.3	108	12874	79.0	21.2	104	6963	74.0	11.5	97	1689	61.4	2.8	80
TOP 50 MSA'S 4 ISSUE REACH	64835	21321	87.1	32.9	107	13639	83.7	21.0	103	7411	78.7	11.4	97	1843	67.0	2.8	82

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RACE

BASE: ADULTS	TOTAL U.S. '000	WHITE A '000	WHITE B % COV.	WHITE C % ACROSS	WHITE D INDEX	BLACK A '000	BLACK B % COV.	BLACK C % ACROSS	BLACK D INDEX	OTHER A '000	OTHER B % COV.	OTHER C % ACROSS	OTHER D INDEX	SPANISH SPEAKING A '000	SPANISH SPEAKING B % COV.	SPANISH SPEAKING C % ACROSS	SPANISH SPEAKING D INDEX
ALL ADULTS	174900	151131	100.0	86.4	100	19269	100.0	11.0	100	4490	100.0	2.6	100	8000	100.0	4.6	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	132808	119108	78.8	89.7	104	11636	60.4	8.8	80	2060	45.9	1.6	60	5095	63.7	3.8	84
1 ISSUE REACH	104282	92576	61.3	88.8	103	9916	51.5	9.5	86	1786	39.8	1.7	67	4040	50.5	3.9	85
2 ISSUE REACH	122574	108664	71.9	88.7	103	11694	60.7	9.5	87	2139	47.6	1.7	68	4847	60.6	4.0	86
5 ISSUE REACH	140224	123895	82.0	88.4	102	13543	70.3	9.7	88	2532	56.4	1.8	70	5687	71.1	4.1	89
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	125494	111710	73.9	89.0	103	11842	61.5	9.4	86	1938	43.2	1.5	60	4700	58.8	3.7	82
1 ISSUE REACH	110066	97528	64.5	88.6	103	10760	55.8	9.8	89	1775	39.5	1.6	63	4103	51.3	3.7	81
2 ISSUE REACH	121255	107199	70.9	88.4	102	12002	62.3	9.9	90	2028	45.2	1.7	65	4567	57.1	3.8	82
4 ISSUE REACH	130018	114713	75.9	88.2	102	13004	67.5	10.0	91	2244	50.0	1.7	67	4949	61.9	3.8	83
TOP 100 ADI'S	144241	125195	100.0	86.8	100	14898	100.0	10.3	100	4138	100.0	2.9	100	6964	100.0	4.8	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	87977	77793	62.1	88.4	102	8474	56.9	9.6	93	1707	41.3	1.9	68	3483	50.0	4.0	82
TOP 100 ADI'S 2 ISSUE REACH	102958	90897	72.6	88.3	102	10013	67.2	9.7	94	1998	48.3	1.9	68	4164	59.8	4.0	84
TOP 100 ADI'S 5 ISSUE REACH	117242	103230	82.5	88.0	101	11537	77.4	9.8	95	2319	56.0	2.0	69	4877	70.0	4.2	86
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	92221	81168	64.8	88.0	101	9371	62.9	10.2	98	1678	40.6	1.8	63	3549	51.0	3.8	80
TOP 100 ADI'S 2 ISSUE REACH	101637	89401	71.4	88.0	101	10328	69.3	10.2	98	1861	45.0	1.8	64	3920	56.3	3.9	80
TOP 100 ADI'S 4 ISSUE REACH	108963	95772	76.5	87.9	101	11077	74.4	10.2	98	2016	48.7	1.9	64	4226	60.7	3.9	80
TOP 50 ADI'S	116244	99034	100.0	85.2	100	13221	100.0	11.4	100	3985	100.0	3.4	100	6453	100.0	5.6	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	72187	62516	63.1	86.6	102	8009	60.6	11.1	98	1658	41.6	2.3	67	3199	49.6	4.4	80
TOP 50 ADI'S 2 ISSUE REACH	83607	72315	73.0	86.5	102	9315	70.5	11.1	98	1931	48.5	2.3	67	3810	59.0	4.6	82
TOP 50 ADI'S 5 ISSUE REACH	94486	81545	82.3	86.3	101	10576	80.0	11.2	98	2231	56.0	2.4	69	4452	69.0	4.7	85
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	76305	65932	66.6	86.4	101	8746	66.2	11.5	101	1623	40.7	2.1	62	3298	51.1	4.3	78
TOP 50 ADI'S 2 ISSUE REACH	83735	72338	73.0	86.4	101	9546	72.2	11.4	100	1792	45.0	2.1	62	3640	56.4	4.3	78
TOP 50 ADI'S 4 ISSUE REACH	89474	77255	78.0	86.3	101	10165	76.9	11.4	100	1935	48.6	2.2	63	3922	60.8	4.4	79
TOP 100 MSA'S	101566	85358	100.0	84.0	100	12585	100.0	12.4	100	3618	100.0	3.6	100	6074	100.0	6.0	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	62744	53582	62.8	85.4	102	7621	60.6	12.1	98	1538	42.5	2.5	69	3032	49.9	4.8	81
TOP 100 MSA'S 2 ISSUE REACH	72941	62254	72.9	85.3	102	8879	70.6	12.2	98	1769	48.9	2.4	68	3624	59.7	5.0	83
TOP 100 MSA'S 5 ISSUE REACH	82648	70410	82.5	85.2	101	10091	80.2	12.2	99	2022	55.9	2.4	69	4244	69.9	5.1	86
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	69362	59338	69.5	85.5	102	8529	67.8	12.3	99	1492	41.2	2.2	60	3027	49.8	4.4	73
TOP 100 MSA'S 2 ISSUE REACH	76329	65269	76.5	85.5	102	9341	74.2	12.2	99	1662	45.9	2.2	61	3379	55.6	4.4	74
TOP 100 MSA'S 4 ISSUE REACH	81583	69695	81.7	85.4	102	9960	79.1	12.2	99	1806	49.9	2.2	62	3670	60.4	4.5	75
TOP 50 MSA'S	79648	65490	100.0	82.2	100	10731	100.0	13.5	100	3427	100.0	4.3	100	5458	100.0	6.9	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	49566	41440	63.3	83.6	102	6670	62.2	13.5	100	1457	42.5	2.9	68	2701	49.5	5.4	80
TOP 50 MSA'S 2 ISSUE REACH	57431	47967	73.2	83.5	102	7743	72.2	13.5	100	1671	48.8	2.9	68	3190	58.4	5.6	81
TOP 50 MSA'S 5 ISSUE REACH	64907	54097	82.6	83.3	101	8761	81.6	13.5	100	1905	55.6	2.9	68	3705	67.9	5.7	83
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	55376	46335	70.8	83.7	102	7628	71.1	13.8	102	1412	41.2	2.5	59	2750	50.4	5.0	72
TOP 50 MSA'S 2 ISSUE REACH	60786	50859	77.7	83.7	102	8306	77.4	13.7	101	1570	45.8	2.6	60	3064	56.1	5.0	74
TOP 50 MSA'S 4 ISSUE REACH	64835	54204	82.8	83.6	102	8813	82.1	13.6	101	1704	49.7	2.6	61	3323	60.9	5.1	75

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MEN

AGE

BASE: MEN	TOTAL U.S. '000	18-24 A '000	18-24 B % COV.	18-24 C % ACROSS	18-24 D INDEX	25-34 A '000	25-34 B % COV.	25-34 C % ACROSS	25-34 D INDEX	35-44 A '000	35-44 B % COV.	35-44 C % ACROSS	35-44 D INDEX	45-54 A '000	45-54 B % COV.	45-54 C % ACROSS	45-54 D INDEX
ALL MEN	83367	13551	100.0	16.3	100	20916	100.0	25.1	100	15970	100.0	19.2	100	11103	100.0	13.3	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	67755	9272	68.4	13.7	84	15098	72.2	22.3	89	13306	83.3	19.6	103	10253	92.3	15.1	114
1 ISSUE REACH	51295	7057	52.1	13.8	85	11718	56.0	22.8	91	10107	63.3	19.7	103	7272	65.5	14.2	106
2 ISSUE REACH	60027	8498	62.7	14.2	87	14146	67.6	23.6	94	11866	74.3	19.8	103	8457	76.2	14.1	106
5 ISSUE REACH	68296	9976	73.6	14.6	90	16532	79.0	24.2	96	13483	84.4	19.7	103	9525	85.8	13.9	105
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	60978	8688	64.1	14.2	88	14183	67.8	23.3	93	12230	76.6	20.1	105	9001	81.1	14.8	111
1 ISSUE REACH	53108	7735	57.1	14.6	90	12482	59.7	23.5	94	10623	66.5	20.0	104	7645	68.9	14.4	108
2 ISSUE REACH	58129	8838	65.2	15.2	94	13746	65.7	23.6	94	11631	72.8	20.0	104	8184	73.7	14.1	106
4 ISSUE REACH	62065	9713	71.7	15.6	96	14754	70.5	23.8	95	12407	77.7	20.0	104	8603	77.5	13.9	104
TOP 100 ADI'S	68536	11101	100.0	16.2	100	16969	100.0	24.8	100	13665	100.0	19.9	100	9207	100.0	13.4	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	43341	5672	51.1	13.1	81	9948	58.6	23.0	93	8738	63.9	20.2	101	6344	68.9	14.6	109
TOP 100 ADI'S 2 ISSUE REACH	50488	6820	61.4	13.5	83	11909	70.2	23.6	95	10274	75.2	20.3	102	7289	79.2	14.4	107
TOP 100 ADI'S 5 ISSUE REACH	57141	8009	72.1	14.0	87	13788	81.3	24.1	97	11667	85.4	20.4	102	8110	88.1	14.2	106
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	44232	6161	55.5	13.9	86	10703	63.1	24.2	98	9148	66.9	20.7	104	6433	69.9	14.5	108
TOP 100 ADI'S 2 ISSUE REACH	48505	7043	63.4	14.5	90	11723	69.1	24.2	98	10021	73.3	20.7	104	6953	75.5	14.3	107
TOP 100 ADI'S 4 ISSUE REACH	51832	7749	69.8	15.0	92	12525	73.8	24.2	98	10690	78.2	20.6	103	7350	79.8	14.2	106
TOP 50 ADI'S	55234	9326	100.0	16.9	100	13598	100.0	24.6	100	11084	100.0	20.1	100	7568	100.0	13.7	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	35639	4852	52.0	13.6	81	8146	59.9	22.9	93	7261	65.5	20.4	102	5390	71.2	15.1	110
TOP 50 ADI'S 2 ISSUE REACH	41146	5806	62.3	14.1	84	9645	70.9	23.4	95	8413	75.9	20.4	102	6150	81.3	14.9	109
TOP 50 ADI'S 5 ISSUE REACH	46249	6788	72.8	14.7	87	11075	81.4	23.9	97	9458	85.3	20.5	102	6790	89.7	14.7	107
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	36730	5264	56.4	14.3	85	8812	64.8	24.0	97	7679	69.3	20.9	104	5422	71.6	14.8	108
TOP 50 ADI'S 2 ISSUE REACH	40184	6047	64.8	15.0	89	9635	70.9	24.0	97	8381	75.6	20.9	104	5857	77.4	14.6	106
TOP 50 ADI'S 4 ISSUE REACH	42845	6669	71.5	15.6	92	10276	75.6	24.0	97	8912	80.4	20.8	104	6185	81.7	14.4	105
TOP 100 MSA'S	47898	8001	100.0	16.7	100	12240	100.0	25.6	100	9493	100.0	19.8	100	6737	100.0	14.1	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	30821	4107	51.3	13.3	80	7254	59.3	23.5	92	6163	64.9	20.0	101	4832	71.7	15.7	111
TOP 100 MSA'S 2 ISSUE REACH	35689	4945	61.8	13.9	83	8642	70.6	24.2	95	7178	75.6	20.1	101	5447	80.9	15.3	109
TOP 100 MSA'S 5 ISSUE REACH	40190	5810	72.6	14.5	87	9968	81.4	24.8	97	8099	89.3	20.2	102	5978	88.7	14.9	106
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	32961	4727	59.1	14.3	86	8223	67.2	24.9	98	6721	70.8	20.4	103	4902	72.8	14.9	106
TOP 100 MSA'S 2 ISSUE REACH	36104	5449	68.1	15.1	90	8970	73.3	24.8	97	7341	77.3	20.3	103	5314	78.9	14.7	105
TOP 100 MSA'S 4 ISSUE REACH	38479	6011	75.1	15.6	94	9545	78.0	24.8	97	7803	82.2	20.3	102	5619	83.4	14.6	104
TOP 50 MSA'S	37857	6412	100.0	16.9	100	9708	100.0	25.6	100	7484	100.0	19.8	100	5320	100.0	14.1	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	24612	3295	51.4	13.4	79	6005	61.9	24.4	95	4806	64.2	19.5	99	3870	72.7	15.7	112
TOP 50 MSA'S 2 ISSUE REACH	28439	3939	61.4	13.9	82	7054	72.7	24.8	97	5656	75.6	19.9	101	4350	81.8	15.3	109
TOP 50 MSA'S 5 ISSUE REACH	31955	4606	71.8	14.4	85	8038	82.8	25.2	98	6422	85.8	20.1	102	4759	89.5	14.9	106
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	26452	3751	58.5	14.2	84	6673	68.7	25.2	98	5347	71.4	20.2	102	3960	74.4	15.0	107
TOP 50 MSA'S 2 ISSUE REACH	28965	4356	67.9	15.0	89	7269	74.9	25.1	98	5823	77.8	20.1	102	4305	80.9	14.9	106
TOP 50 MSA'S 4 ISSUE REACH	30847	4827	75.3	15.6	92	7723	79.6	25.0	98	6177	82.5	20.0	101	4554	85.6	14.8	105

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Spring 1988

BASE: MEN	TOTAL U.S. '000	55-64 A '000	55-64 B % COV.	55-64 C % ACROSS	55-64 D INDEX	65+ A '000	65+ B % COV.	65+ C % ACROSS	65+ D INDEX	18-34 A '000	18-34 B % COV.	18-34 C % ACROSS	18-34 D INDEX	18-49 A '000	18-49 B % COV.	18-49 C % ACROSS	18-49 D INDEX
ALL MEN	83367	10517	100.0	12.6	100	11311	100.0	13.6	100	34466	100.0	41.3	100	56110	100.0	67.3	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	67755	9644	91.7	14.2	113	10182	90.0	15.0	111	24370	70.7	36.0	87	42823	76.3	63.2	94
1 ISSUE REACH	51295	7330	69.7	14.3	113	7812	69.1	15.2	112	18774	54.5	36.6	89	32541	58.0	63.4	94
2 ISSUE REACH	60027	8256	78.5	13.8	109	8716	77.1	14.5	107	22653	65.7	37.7	91	38820	69.2	64.7	96
5 ISSUE REACH	68296	9088	86.4	13.3	105	9552	84.4	14.0	103	26534	77.0	38.9	94	44907	80.0	65.8	98
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	60978	8387	79.7	13.8	109	8490	75.1	13.9	103	22870	66.4	37.5	91	39762	70.9	65.2	97
1 ISSUE REACH	53108	7366	70.0	13.9	110	7258	64.2	13.7	101	20217	58.7	38.1	92	34824	62.1	65.6	97
2 ISSUE REACH	58129	7865	74.8	13.5	107	7753	68.5	13.3	98	22604	65.6	38.9	94	38491	68.6	66.2	98
4 ISSUE REACH	62065	8252	78.5	13.3	105	8148	72.0	13.1	97	24501	71.1	39.5	95	41371	73.7	66.7	99
TOP 100 ADI'S	68536	8529	100.0	12.4	100	9066	100.0	13.2	100	28070	100.0	41.0	100	46428	100.0	67.7	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	43341	6109	71.6	14.1	113	6530	72.0	15.1	114	15620	55.6	36.0	88	27566	59.4	63.6	94
TOP 100 ADI'S 2 ISSUE REACH	50488	6828	80.1	13.5	109	7279	80.3	14.4	109	18741	66.8	37.1	91	32732	70.5	64.8	96
TOP 100 ADI'S 5 ISSUE REACH	57141	7465	87.5	13.1	105	7942	87.6	13.9	105	21836	77.8	38.2	93	37677	81.2	65.9	97
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	44232	5887	69.0	13.3	107	5899	65.1	13.3	101	16865	60.1	38.1	93	29351	63.2	66.4	98
TOP 100 ADI'S 2 ISSUE REACH	48505	6330	74.2	13.1	105	6322	69.7	13.0	99	18815	67.0	38.8	95	32432	69.9	66.9	99
TOP 100 ADI'S 4 ISSUE REACH	51832	6673	78.2	12.9	103	6657	73.4	12.8	97	20354	72.5	39.3	96	34835	75.0	67.2	99
TOP 50 ADI'S	55234	6705	100.0	12.1	100	6953	100.0	12.6	100	22924	100.0	41.5	100	37923	100.0	68.7	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	35639	4820	71.9	13.5	111	5169	74.3	14.5	115	12999	56.7	36.5	88	22975	60.6	64.5	94
TOP 50 ADI'S 2 ISSUE REACH	41146	5370	80.1	13.1	108	5666	81.5	13.8	109	15464	67.5	37.6	91	27027	71.3	65.7	96
TOP 50 ADI'S 5 ISSUE REACH	46249	5859	87.4	12.7	104	6109	87.9	13.2	105	17896	78.1	38.7	93	30887	81.4	66.8	97
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	36730	4764	71.1	13.0	107	4789	68.9	13.0	104	14076	61.4	38.3	92	24586	64.8	66.9	97
TOP 50 ADI'S 2 ISSUE REACH	40184	5117	76.3	12.7	105	5071	72.9	12.6	100	15718	68.6	39.1	94	27140	71.6	67.5	98
TOP 50 ADI'S 4 ISSUE REACH	42845	5387	80.3	12.6	104	5293	76.1	12.4	98	17003	74.2	39.7	96	29112	76.8	67.9	99
TOP 100 MSA'S	47898	5561	100.0	11.6	100	5866	100.0	12.2	100	20241	100.0	42.3	100	33090	100.0	69.1	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	30821	4145	74.5	13.4	116	4321	73.7	14.0	114	11361	56.1	36.9	87	19986	60.4	64.8	94
TOP 100 MSA'S 2 ISSUE REACH	35689	4600	82.7	12.9	111	4781	81.5	13.4	109	13596	67.2	38.1	90	23548	71.2	66.0	96
TOP 100 MSA'S 5 ISSUE REACH	40190	4989	89.7	12.4	107	5185	88.4	12.9	105	15805	78.1	39.3	93	26943	81.4	67.0	97
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	32961	4167	74.9	12.6	109	4223	72.0	12.8	105	12949	64.0	39.3	93	22182	67.0	67.3	97
TOP 100 MSA'S 2 ISSUE REACH	36104	4472	80.4	12.4	107	4499	76.7	12.5	102	14436	71.3	40.0	95	24485	74.0	67.8	98
TOP 100 MSA'S 4 ISSUE REACH	38479	4697	84.5	12.2	105	4711	80.3	12.2	100	15580	77.0	40.5	96	26234	79.3	68.2	99
TOP 50 MSA'S	37857	4446	100.0	11.7	100	4488	100.0	11.9	100	16120	100.0	42.6	100	26203	100.0	69.2	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	24612	3315	74.6	13.5	115	3321	74.0	13.5	114	9300	57.7	37.8	89	16026	61.2	65.1	94
TOP 50 MSA'S 2 ISSUE REACH	28439	3694	83.1	13.0	111	3656	81.5	12.9	108	11002	68.3	38.7	91	18791	71.7	66.1	95
TOP 50 MSA'S 5 ISSUE REACH	31955	4013	90.3	12.6	107	3953	88.1	12.4	104	12671	78.6	39.7	93	21415	81.7	67.0	97
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	26452	3406	76.6	12.9	110	3316	73.9	12.5	106	10424	64.7	39.4	93	17757	67.8	67.1	97
TOP 50 MSA'S 2 ISSUE REACH	28965	3654	82.2	12.6	107	3494	77.9	12.1	102	11648	72.3	40.2	94	19623	74.9	67.7	98
TOP 50 MSA'S 4 ISSUE REACH	30847	3834	86.2	12.4	106	3632	80.9	11.8	99	12583	78.1	40.8	96	21029	80.3	68.2	98

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EDUCATION

BASE: MEN	TOTAL U.S. '000	GRADUATED COLLEGE A '000	B % COV.	C % ACROSS	D INDEX	ATTENDED COLLEGE A '000	B % COV.	C % ACROSS	D INDEX	GRADUATED HIGH SCHOOL A '000	B % COV.	C % ACROSS	D INDEX	DID NOT GRADUATE HIGH SCHOOL A '000	B % COV.	C % ACROSS	D INDEX
ALL MEN	83367	17129	100.0	20.5	100	15141	100.0	18.2	100	30051	100.0	36.0	100	21046	100.0	25.2	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	67755	18559	108.3	27.4	133	14134	93.3	20.9	115	22580	75.1	33.3	92	12483	59.3	18.4	73
1 ISSUE REACH	51295	12631	73.7	24.6	120	10255	67.7	20.0	110	17765	59.1	34.6	96	10643	50.6	20.7	82
2 ISSUE REACH	60027	14629	85.4	24.4	119	11806	78.0	19.7	108	20984	69.8	35.0	97	12509	59.4	20.8	83
5 ISSUE REACH	68296	16106	94.0	23.6	115	13178	87.0	19.3	106	24093	80.2	35.3	98	14464	68.7	21.2	84
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	60978	15670	91.5	25.7	125	13015	86.0	21.3	118	21396	71.2	35.1	97	10897	51.8	17.9	71
1 ISSUE REACH	53108	13225	77.2	24.9	121	11130	73.5	21.0	115	18838	62.7	35.5	98	9916	47.1	18.7	74
2 ISSUE REACH	58129	14290	83.4	24.6	120	12150	80.2	20.9	115	20763	69.1	35.7	99	10879	51.7	18.7	74
4 ISSUE REACH	62065	15042	87.8	24.2	118	12889	85.1	20.8	114	22272	74.1	35.9	100	11682	55.5	18.8	75
TOP 100 ADI'S	68536	14585	100.0	21.3	100	12553	100.0	18.3	100	24747	100.0	36.1	100	16652	100.0	24.3	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	43341	11243	77.1	25.9	122	8622	68.7	19.9	109	14900	60.2	34.4	95	8576	51.5	19.8	81
TOP 100 ADI'S 2 ISSUE REACH	50488	12762	87.5	25.3	119	9894	78.8	19.6	107	17501	70.7	34.7	96	10205	61.3	20.2	83
TOP 100 ADI'S 5 ISSUE REACH	57141	13847	94.9	24.2	114	11007	87.7	19.3	105	19995	80.8	35.0	97	11893	71.4	20.8	86
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	44232	11497	78.8	26.0	122	9291	74.0	21.0	115	15673	63.3	35.4	98	7771	46.7	17.6	72
TOP 100 ADI'S 2 ISSUE REACH	48505	12421	85.2	25.6	120	10144	80.8	20.9	114	17301	69.9	35.7	99	8594	51.6	17.7	73
TOP 100 ADI'S 4 ISSUE REACH	51832	13056	89.5	25.2	118	10758	85.7	20.8	113	18571	75.0	35.8	99	9281	55.7	17.9	74
TOP 50 ADI'S	55234	12349	100.0	22.4	100	10588	100.0	19.2	100	19397	100.0	35.1	100	12900	100.0	23.4	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	35639	9595	77.7	26.9	120	7428	70.2	20.8	109	11950	61.6	33.5	95	6667	51.7	18.7	80
TOP 50 ADI'S 2 ISSUE REACH	41146	10805	87.5	26.3	117	8429	79.6	20.5	107	13896	71.6	33.8	96	7902	61.3	19.2	82
TOP 50 ADI'S 5 ISSUE REACH	46249	11686	94.6	25.3	113	9305	87.9	20.1	105	15752	81.2	34.1	97	9182	71.2	19.9	85
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	36730	9892	80.1	26.9	120	7885	74.5	21.5	112	12653	65.2	34.4	98	6299	48.8	17.1	73
TOP 50 ADI'S 2 ISSUE REACH	40184	10642	86.2	26.5	118	8627	81.5	21.5	112	13925	71.8	34.7	99	6948	53.9	17.3	74
TOP 50 ADI'S 4 ISSUE REACH	42845	11153	90.3	26.0	116	9155	86.5	21.4	111	14907	76.9	34.8	99	7486	58.0	17.5	75
TOP 100 MSA'S	47898	11545	100.0	24.1	100	9435	100.0	19.7	100	17367	100.0	36.3	100	9551	100.0	19.9	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	30821	8815	76.4	28.6	119	6428	68.1	20.9	106	10578	60.9	34.3	95	5000	52.4	16.2	81
TOP 100 MSA'S 2 ISSUE REACH	35689	9994	86.6	28.0	116	7384	78.3	20.7	105	12413	71.5	34.8	96	5832	61.1	16.3	82
TOP 100 MSA'S 5 ISSUE REACH	40190	10868	94.1	27.0	112	8228	87.2	20.5	104	14159	81.5	35.2	97	6695	70.1	16.7	84
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	32961	9015	78.1	27.4	113	7187	76.2	21.8	111	11731	67.5	35.6	98	5028	52.6	15.3	77
TOP 100 MSA'S 2 ISSUE REACH	36104	9776	84.7	27.1	112	7856	83.3	21.8	110	12955	74.6	35.9	99	5473	57.3	15.2	76
TOP 100 MSA'S 4 ISSUE REACH	38479	10300	89.2	26.8	111	8321	88.2	21.6	110	13880	79.9	36.1	99	5839	61.1	15.2	76
TOP 50 MSA'S	37857	9145	100.0	24.2	100	7685	100.0	20.3	100	13872	100.0	36.6	100	7154	100.0	18.9	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	24612	7029	76.9	28.6	118	5325	69.3	21.6	107	8563	61.7	34.8	95	3695	51.6	15.0	79
TOP 50 MSA'S 2 ISSUE REACH	28439	7913	86.5	27.8	115	6106	79.5	21.5	106	10017	72.2	35.2	96	4348	60.8	15.3	81
TOP 50 MSA'S 5 ISSUE REACH	31955	8579	93.8	26.8	111	6783	88.3	21.2	105	11391	82.1	35.6	97	5027	70.3	15.7	83
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	26452	7333	80.2	27.7	115	5906	76.9	22.3	110	9393	67.7	35.5	97	3820	53.4	14.4	76
TOP 50 MSA'S 2 ISSUE REACH	28965	7912	86.5	27.3	113	6475	84.3	22.4	110	10381	74.8	35.8	98	4168	58.3	14.4	76
TOP 50 MSA'S 4 ISSUE REACH	30847	8301	90.8	26.9	111	6862	89.3	22.2	110	11126	80.2	36.1	98	4453	62.2	14.4	76

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BASE: MEN	TOTAL U.S. '000	WORKING FULL TIME A '000	B % COV.	C % ACROSS	D INDEX	PART TIME A '000	B % COV.	C % ACROSS	D INDEX	NOT EMPLOYED A '000	B % COV.	C % ACROSS	D INDEX	PROFESSIONAL A '000	B % COV.	C % ACROSS	D INDEX
ALL MEN	83367	58152	100.0	69.8	100	2681	100.0	3.2	100	22534	100.0	27.0	100	7378	100.0	8.9	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	67755	48645	83.7	71.8	103	2089	77.9	3.1	96	17021	75.5	25.1	93	7473	101.3	11.0	125
1 ISSUE REACH	51295	36304	62.4	70.8	101	1579	58.9	3.1	96	13412	59.5	26.1	97	5313	72.0	10.4	117
2 ISSUE REACH	60027	42675	73.4	71.1	102	1861	69.4	3.1	96	15448	68.6	25.7	95	6122	83.0	10.2	115
5 ISSUE REACH	68296	48596	83.6	71.2	102	2135	79.6	3.1	97	17455	77.5	25.6	95	6769	91.7	9.9	112
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	60978	43968	75.6	72.1	103	2126	79.3	3.5	108	14884	66.1	24.4	90	6667	90.4	10.9	124
1 ISSUE REACH	53108	38461	66.1	72.4	104	1800	67.2	3.4	105	12848	57.0	24.2	90	5646	76.5	10.6	120
2 ISSUE REACH	58129	42129	72.4	72.5	104	1999	74.6	3.4	107	13966	62.0	24.0	89	6093	82.6	10.5	118
4 ISSUE REACH	62065	44958	77.3	72.4	104	2149	80.2	3.5	108	14873	66.0	24.0	89	6413	86.9	10.3	117
TOP 100 ADI'S	68536	48543	100.0	70.8	100	2257	100.0	3.3	100	17736	100.0	25.9	100	6572	100.0	9.6	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	43341	31072	64.0	71.7	101	1435	63.6	3.3	101	10834	61.1	25.0	97	4823	73.4	11.1	116
TOP 100 ADI'S 2 ISSUE REACH	50488	36334	74.8	72.0	102	1663	73.7	3.3	100	12447	70.2	24.7	95	5502	83.7	10.9	114
TOP 100 ADI'S 5 ISSUE REACH	57141	41146	84.8	72.0	102	1876	83.1	3.3	100	14016	79.0	24.5	95	6043	92.0	10.6	110
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	44232	32603	67.2	73.7	104	1557	69.0	3.5	107	10072	56.8	22.8	88	5071	77.2	11.5	120
TOP 100 ADI'S 2 ISSUE REACH	48505	35786	73.7	73.8	104	1728	76.6	3.6	108	10962	61.8	22.6	87	5475	83.3	11.3	118
TOP 100 ADI'S 4 ISSUE REACH	51832	38217	78.7	73.7	104	1855	82.2	3.6	109	11684	65.9	22.5	87	5761	87.7	11.1	116
TOP 50 ADI'S	55234	39956	100.0	72.3	100	1792	100.0	3.2	100	13486	100.0	24.4	100	5686	100.0	10.3	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	35639	26027	65.1	73.0	101	1174	65.5	3.3	102	8438	62.6	23.7	97	4233	74.4	11.9	115
TOP 50 ADI'S 2 ISSUE REACH	41146	30163	75.5	73.3	101	1363	76.1	3.3	102	9585	71.1	23.3	95	4761	83.7	11.6	112
TOP 50 ADI'S 5 ISSUE REACH	46249	33936	84.9	73.4	101	1534	85.6	3.3	102	10698	79.3	23.1	95	5192	91.3	11.2	109
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	36730	27541	68.9	75.0	104	1263	70.5	3.4	106	7926	58.8	21.6	88	4489	78.9	12.2	119
TOP 50 ADI'S 2 ISSUE REACH	40184	30186	75.5	75.1	104	1412	78.8	3.5	108	8568	63.5	21.3	87	4833	85.0	12.0	117
TOP 50 ADI'S 4 ISSUE REACH	42845	32181	80.5	75.1	104	1519	84.8	3.5	109	9087	67.4	21.2	87	5072	89.2	11.8	115
TOP 100 MSA'S	47898	35206	100.0	73.5	100	1669	100.0	3.5	100	11022	100.0	23.0	100	5300	100.0	11.1	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	30821	22866	64.9	74.2	101	970	58.1	3.1	90	6986	63.4	22.7	99	3867	73.0	12.5	113
TOP 100 MSA'S 2 ISSUE REACH	35689	26538	75.4	74.4	101	1144	68.5	3.2	92	7966	72.3	22.3	97	4389	82.8	12.3	111
TOP 100 MSA'S 5 ISSUE REACH	40190	29889	84.9	74.4	101	1314	78.7	3.3	94	8904	80.8	22.2	96	4818	90.9	12.0	108
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	32961	24816	70.5	75.3	102	1168	70.0	3.5	102	6977	63.3	21.2	92	4207	79.4	12.8	115
TOP 100 MSA'S 2 ISSUE REACH	36104	27184	77.2	75.3	102	1301	78.0	3.6	103	7586	68.8	21.0	91	4522	85.3	12.5	113
TOP 100 MSA'S 4 ISSUE REACH	38479	28946	82.2	75.2	102	1398	83.8	3.6	104	8067	73.2	21.0	91	4740	89.4	12.3	111
TOP 50 MSA'S	37857	28083	100.0	74.2	100	1300	100.0	3.4	100	8474	100.0	22.4	100	4332	100.0	11.4	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	24612	18394	65.5	74.7	101	801	61.6	3.3	95	5417	63.9	22.0	98	3140	72.5	12.8	111
TOP 50 MSA'S 2 ISSUE REACH	28439	21305	75.9	74.9	101	949	73.0	3.3	97	6161	72.7	21.7	97	3562	82.2	12.5	109
TOP 50 MSA'S 5 ISSUE REACH	31955	23948	85.3	74.9	101	1087	83.6	3.4	99	6871	81.1	21.5	96	3913	90.3	12.2	107
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	26452	20010	71.3	75.6	102	934	71.8	3.5	103	5507	65.0	20.8	93	3491	80.6	13.2	115
TOP 50 MSA'S 2 ISSUE REACH	28965	21970	78.2	75.9	102	1043	80.2	3.6	105	5928	70.0	20.5	91	3759	86.8	13.0	113
TOP 50 MSA'S 4 ISSUE REACH	30847	23411	83.4	75.9	102	1120	86.2	3.6	106	6260	73.9	20.3	91	3939	90.9	12.8	112

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WOMEN

AGE

BASE: WOMEN	TOTAL U.S. '000	18-24 A '000	18-24 B % COV.	18-24 C % ACROSS	18-24 D INDEX	25-34 A '000	25-34 B % COV.	25-34 C % ACROSS	25-34 D INDEX	35-44 A '000	35-44 B % COV.	35-44 C % ACROSS	35-44 D INDEX	45-54 A '000	45-54 B % COV.	45-54 C % ACROSS	45-54 D INDEX
ALL WOMEN	91533	13551	100.0	14.8	100	21489	100.0	23.5	100	16481	100.0	18.0	100	11755	100.0	12.8	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	65[illegible]2	7064	52.1	10.9	73	13404	62.4	20.6	88	12251	74.3	18.8	105	9825	83.6	15.1	118
1 ISSUE REACH	52987	6058	44.7	11.4	77	11095	51.6	20.9	89	10009	60.7	18.9	105	7720	65.7	14.6	113
2 ISSUE REACH	62502	7471	55.1	12.0	81	13544	63.0	21.7	92	11708	71.0	18.7	104	8852	75.3	14.2	110
5 ISSUE REACH	71836	9003	66.4	12.5	85	16051	74.7	22.3	95	13334	80.9	18.6	103	9896	84.2	13.8	107
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	64515	7786	57.5	12.1	82	15113	70.3	23.4	100	12021	72.9	18.6	103	9357	79.6	14.5	113
1 ISSUE REACH	56958	7247	53.5	12.7	86	13495	62.8	23.7	101	10628	64.5	18.7	104	7935	67.5	13.9	108
2 ISSUE REACH	63112	8183	60.4	13.0	88	15041	70.0	23.8	102	11762	71.4	18.6	104	8801	74.9	13.9	109
4 ISSUE REACH	67931	8944	66.0	13.2	89	16241	75.6	23.9	102	12638	76.7	18.6	103	9452	80.4	13.9	108
TOP 100 ADI'S	75705	11043	100.0	14.6	100	18162	100.0	24.0	100	13497	100.0	17.8	100	10089	100.0	13.3	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	44636	4822	43.7	10.8	74	9499	52.3	21.3	89	8239	61.0	18.5	104	6781	67.2	15.2	114
TOP 100 ADI'S 2 ISSUE REACH	52427	5941	53.8	11.3	78	11446	63.0	21.8	91	9697	71.8	18.5	104	7749	76.8	14.8	111
TOP 100 ADI'S 5 ISSUE REACH	60009	7163	64.9	11.9	82	13438	74.0	22.4	93	11077	82.1	18.5	104	8626	85.5	14.4	108
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	47989	6090	55.1	12.7	87	11593	63.8	24.2	101	8756	64.9	18.2	102	6869	68.1	14.3	107
TOP 100 ADI'S 2 ISSUE REACH	53123	6772	61.3	12.7	87	12838	70.7	24.2	101	9711	71.9	18.3	103	7648	75.8	14.4	108
TOP 100 ADI'S 4 ISSUE REACH	57116	7325	66.3	12.8	88	13803	76.0	24.2	101	10445	77.4	18.3	103	8227	81.5	14.4	108
TOP 50 ADI'S	61010	9183	100.0	15.1	100	14917	100.0	24.5	100	11080	100.0	18.2	100	8120	100.0	13.3	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	36547	4196	45.7	11.5	76	7918	53.1	21.7	89	6783	61.2	18.6	102	5547	68.3	15.2	114
TOP 50 ADI'S 2 ISSUE REACH	42422	5025	54.7	11.8	79	9469	63.5	22.3	91	7924	71.5	18.7	103	6177	76.1	14.6	109
TOP 50 ADI'S 5 ISSUE REACH	48147	5919	64.5	12.3	82	11051	74.1	23.0	94	9011	81.3	18.7	103	6768	83.3	14.1	106
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	39575	5189	56.5	13.1	87	9585	64.3	24.2	99	7208	65.1	18.2	100	5656	69.7	14.3	107
TOP 50 ADI'S 2 ISSUE REACH	43538	5739	62.5	13.2	88	10622	71.2	24.4	100	7974	72.0	18.3	101	6189	76.2	14.2	107
TOP 50 ADI'S 4 ISSUE REACH	46608	6183	67.3	13.3	88	11423	76.6	24.5	100	8563	77.3	18.4	101	6589	81.1	14.1	106
TOP 100 MSA'S	53668	8093	100.0	15.1	100	13230	100.0	24.7	100	9750	100.0	18.2	100	7295	100.0	13.6	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	31923	3574	44.2	11.2	74	7121	53.8	22.3	90	5861	60.1	18.4	101	5002	68.6	15.7	115
TOP 100 MSA'S 2 ISSUE REACH	37199	4324	53.4	11.6	77	8558	64.7	23.0	93	6884	70.6	18.5	102	5596	76.7	15.0	111
TOP 100 MSA'S 5 ISSUE REACH	42344	5140	63.5	12.1	80	10009	75.7	23.6	96	7866	80.7	18.6	102	6146	84.2	14.5	107
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	36401	4601	56.9	12.6	84	8938	67.6	24.6	100	6781	69.5	18.6	103	5230	71.7	14.4	106
TOP 100 MSA'S 2 ISSUE REACH	40201	5173	63.9	12.9	85	9906	74.9	24.6	100	7527	77.2	18.7	103	5738	78.7	14.3	105
TOP 100 MSA'S 4 ISSUE REACH	43065	5631	69.6	13.1	87	10634	80.4	24.7	100	8076	82.8	18.8	103	6110	83.8	14.2	104
TOP 50 MSA'S	41791	6356	100.0	15.2	100	10629	100.0	25.4	100	7520	100.0	18.0	100	5576	100.0	13.3	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	24954	2893	45.5	11.6	76	5720	53.8	22.9	90	4496	59.8	18.0	100	3861	69.2	15.5	116
TOP 50 MSA'S 2 ISSUE REACH	28953	3456	54.4	11.9	78	6877	64.7	23.8	93	5251	69.8	18.1	101	4313	77.3	14.9	112
TOP 50 MSA'S 5 ISSUE REACH	32860	4064	63.9	12.4	81	8045	75.7	24.5	96	5983	79.6	18.2	101	4729	84.8	14.4	108
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	28924	3756	59.1	13.0	85	7277	68.5	25.2	99	5258	69.9	18.2	101	4244	76.1	14.7	110
TOP 50 MSA'S 2 ISSUE REACH	31807	4222	66.4	13.3	87	8039	75.6	25.3	99	5830	77.5	18.3	102	4564	81.9	14.3	108
TOP 50 MSA'S 4 ISSUE REACH	33965	4590	72.2	13.5	89	8610	81.0	25.3	100	6250	83.1	18.4	102	4796	86.0	14.1	106

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BASE: WOMEN	TOTAL U.S. '000	55-64 A '000	55-64 B % COV.	55-64 C % ACROSS	55-64 D INDEX	65+ A '000	65+ B % COV.	65+ C % ACROSS	65+ D INDEX	18-34 A '000	18-34 B % COV.	18-34 C % ACROSS	18-34 D INDEX	18-49 A '000	18-49 B % COV.	18-49 C % ACROSS	18-49 D INDEX
ALL WOMEN	91533	12048	100.0	13.2	100	16208	100.0	17.7	100	35040	100.0	38.3	100	57551	100.0	62.9	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	65052	10263	85.2	15.8	120	12244	75.5	18.8	106	20468	58.4	31.5	82	37622	65.4	57.8	92
1 ISSUE REACH	52987	7927	65.8	15.0	114	10177	62.8	19.2	108	17153	49.0	32.4	85	31022	53.9	58.5	93
2 ISSUE REACH	62502	9229	76.6	14.8	112	11598	71.6	18.6	105	21048	60.1	33.7	88	37322	64.9	59.7	95
5 ISSUE REACH	71836	10394	86.3	14.5	110	12969	80.0	18.1	102	25130	71.7	35.0	91	43675	75.9	60.8	97
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	64515	9320	77.4	14.4	110	10918	67.4	16.9	96	22900	65.4	35.5	93	39745	69.1	61.6	98
1 ISSUE REACH	56958	7918	65.7	13.9	106	9734	60.1	17.1	97	20742	59.2	36.4	95	35415	61.5	62.2	99
2 ISSUE REACH	63112	8643	71.7	13.7	104	10589	65.3	16.8	95	23229	66.3	36.8	96	39549	68.7	62.7	100
4 ISSUE REACH	67931	9206	76.4	13.6	103	11274	69.6	16.6	94	25198	71.9	37.1	97	42781	74.3	63.0	100
TOP 100 ADI'S	75705	9906	100.0	13.1	100	13008	100.0	17.2	100	29205	100.0	38.6	100	47919	100.0	63.3	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	44636	6737	68.0	15.1	115	8559	65.8	19.2	112	14321	49.0	32.1	83	25974	54.2	58.2	92
TOP 100 ADI'S 2 ISSUE REACH	52427	7765	78.4	14.8	113	9721	74.7	18.5	108	17433	59.7	33.3	86	31157	65.0	59.4	94
TOP 100 ADI'S 5 ISSUE REACH	60009	8667	87.5	14.4	110	10808	83.1	18.0	105	20699	70.9	34.5	89	36377	75.9	60.6	96
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	47989	6704	67.7	14.0	107	7978	61.3	16.6	97	17682	60.5	36.8	96	29917	62.4	62.3	98
TOP 100 ADI'S 2 ISSUE REACH	53123	7336	74.1	13.8	106	8711	67.0	16.4	95	19615	67.2	36.9	96	33285	69.5	62.7	99
TOP 100 ADI'S 4 ISSUE REACH	57116	7819	78.9	13.7	105	9294	71.4	16.3	95	21142	72.4	37.0	96	35910	74.9	62.9	99
TOP 50 ADI'S	61010	7669	100.0	12.6	100	10041	100.0	16.5	100	24100	100.0	39.5	100	39248	100.0	64.3	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	36547	5404	70.5	14.8	118	6699	66.7	18.3	111	12114	50.3	33.1	84	21553	54.9	59.0	92
TOP 50 ADI'S 2 ISSUE REACH	42422	6143	80.1	14.5	115	7568	75.4	17.8	108	14535	60.3	34.3	87	25543	65.1	60.2	94
TOP 50 ADI'S 5 ISSUE REACH	48147	6783	88.4	14.1	112	8378	83.4	17.4	106	17061	70.8	35.4	90	29563	75.3	61.4	95
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	39575	5503	71.8	13.9	111	6434	64.1	16.3	99	14774	61.3	37.3	95	24797	63.2	62.7	97
TOP 50 ADI'S 2 ISSUE REACH	43538	5892	76.8	13.5	108	6998	69.7	16.1	98	16364	67.9	37.6	95	27464	70.0	63.1	98
TOP 50 ADI'S 4 ISSUE REACH	46608	6189	80.7	13.3	106	7442	74.1	16.0	97	17616	73.1	37.8	96	29540	75.3	63.4	99
TOP 100 MSA'S	53668	6635	100.0	12.4	100	8666	100.0	16.1	100	21323	100.0	39.7	100	34764	100.0	64.8	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	31923	4686	70.6	14.7	119	5679	65.5	17.8	110	10695	50.2	33.5	84	19023	54.7	59.6	92
TOP 100 MSA'S 2 ISSUE REACH	37199	5339	80.5	14.4	116	6416	74.0	17.2	107	12913	60.6	34.7	87	22656	65.2	60.9	94
TOP 100 MSA'S 5 ISSUE REACH	42344	5899	88.9	13.9	113	7113	82.1	16.8	104	15224	71.4	36.0	90	26312	75.7	62.1	96
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	36401	5013	75.6	13.8	111	5839	67.4	16.0	99	13538	63.5	37.2	94	23017	66.2	63.2	98
TOP 100 MSA'S 2 ISSUE REACH	40201	5417	81.6	13.5	109	6370	73.5	15.8	98	15082	70.7	37.5	94	25598	73.6	63.7	98
TOP 100 MSA'S 4 ISSUE REACH	43065	5709	86.0	13.3	107	6778	78.2	15.7	97	16275	76.3	37.8	95	27554	79.3	64.0	99
TOP 50 MSA'S	41791	5066	100.0	12.1	100	6644	100.0	15.9	100	16985	100.0	40.6	100	27375	100.0	65.5	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	24954	3633	71.7	14.6	120	4351	65.5	17.4	110	8613	50.7	34.5	85	15076	55.1	60.4	92
TOP 50 MSA'S 2 ISSUE REACH	28953	4069	80.3	14.1	116	4932	74.2	17.0	107	10347	60.9	35.7	88	17859	65.2	61.7	94
TOP 50 MSA'S 5 ISSUE REACH	32860	4452	87.9	13.5	112	5479	82.5	16.7	105	12149	71.5	37.0	91	20660	75.5	62.9	96
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	28924	3820	75.4	13.2	109	4570	68.8	15.8	99	11033	65.0	38.1	94	18492	67.6	63.9	98
TOP 50 MSA'S 2 ISSUE REACH	31807	4079	80.5	12.8	106	4982	75.0	15.7	99	12266	72.2	38.6	95	20464	74.8	64.3	98
TOP 50 MSA'S 4 ISSUE REACH	33965	4272	84.3	12.6	104	5295	79.7	15.6	98	13210	77.8	38.9	96	21950	80.2	64.6	99

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EDUCATION

BASE: WOMEN	TOTAL U.S. '000	GRADUATED COLLEGE A '000	GRADUATED COLLEGE B % COV.	GRADUATED COLLEGE C % ACROSS	GRADUATED COLLEGE D INDEX	ATTENDED COLLEGE A '000	ATTENDED COLLEGE B % COV.	ATTENDED COLLEGE C % ACROSS	ATTENDED COLLEGE D INDEX	GRADUATED HIGH SCHOOL A '000	GRADUATED HIGH SCHOOL B % COV.	GRADUATED HIGH SCHOOL C % ACROSS	GRADUATED HIGH SCHOOL D INDEX	DID NOT GRADUATE HIGH SCHOOL A '000	DID NOT GRADUATE HIGH SCHOOL B % COV.	DID NOT GRADUATE HIGH SCHOOL C % ACROSS	DID NOT GRADUATE HIGH SCHOOL D INDEX
ALL WOMEN	91533	13342	100.0	14.6	100	16443	100.0	18.0	100	38387	100.0	41.9	100	23360	100.0	25.5	100
DAILY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	65052	12092	90.6	18.6	128	12142	73.8	18.7	104	27804	72.4	42.7	102	13014	55.7	20.0	78
1 ISSUE REACH	52987	9189	68.9	17.3	119	9634	58.6	18.2	101	22880	59.6	43.2	103	11284	48.3	21.3	83
2 ISSUE REACH	62502	10512	78.8	16.8	115	11515	70.0	18.4	103	26897	70.1	43.0	103	13517	57.9	21.6	85
5 ISSUE REACH	71836	11674	87.5	16.3	111	13321	81.0	18.5	103	30773	80.2	42.8	102	15882	68.0	22.1	87
SUNDAY NEWSP.: TOTAL U.S.																	
READ ANY (GROSS)	64515	12108	90.8	18.8	129	12763	77.6	19.8	110	27825	72.5	43.1	103	11819	50.6	18.3	72
1 ISSUE REACH	56958	10242	76.8	18.0	123	11261	68.5	19.8	110	24668	64.3	43.3	103	10787	46.2	18.9	74
2 ISSUE REACH	63112	11066	82.9	17.5	120	12644	76.9	20.0	112	27130	70.7	43.0	103	12200	52.2	19.3	76
4 ISSUE REACH	67931	11652	87.3	17.2	118	13655	83.0	20.1	112	29045	75.7	42.8	102	13381	57.3	19.7	77
TOP 100 ADI'S	75705	11462	100.0	15.1	100	13894	100.0	18.4	100	32277	100.0	42.6	100	18072	100.0	23.9	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	44636	8010	69.9	17.9	119	8223	59.2	18.4	100	19334	59.9	43.3	102	9070	50.2	20.3	85
TOP 100 ADI'S 2 ISSUE REACH	52427	9101	79.4	17.4	115	9756	70.2	18.6	101	22677	70.3	43.3	101	10825	59.9	20.6	86
TOP 100 ADI'S 5 ISSUE REACH	60009	10057	87.7	16.8	111	11228	80.8	18.7	102	25899	80.2	43.2	101	12660	70.1	21.1	88
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	47989	8844	77.2	18.4	122	9637	69.4	20.1	109	21018	65.1	43.8	103	8490	47.0	17.7	74
TOP 100 ADI'S 2 ISSUE REACH	53123	9526	83.1	17.9	118	10843	78.0	20.4	111	23075	71.5	43.4	102	9604	53.1	18.1	76
TOP 100 ADI'S 4 ISSUE REACH	57116	10012	87.3	17.5	116	11712	84.3	20.5	112	24669	76.4	43.2	101	10533	58.3	18.4	77
TOP 50 ADI'S	61010	9891	100.0	16.2	100	11372	100.0	18.6	100	25808	100.0	42.3	100	13938	100.0	22.8	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	36547	6978	70.5	19.1	118	6802	59.8	18.6	100	15922	61.7	43.6	103	6845	49.1	18.7	82
TOP 50 ADI'S 2 ISSUE REACH	42422	7832	79.2	18.5	114	8009	70.4	18.9	101	18328	71.0	43.2	102	8188	58.7	19.3	84
TOP 50 ADI'S 5 ISSUE REACH	48147	8594	86.9	17.8	110	9169	80.6	19.0	102	20648	80.0	42.9	101	9603	68.9	19.9	87
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	39575	7794	78.8	19.7	121	7981	70.2	20.2	108	17134	66.4	43.3	102	6666	47.8	16.8	74
TOP 50 ADI'S 2 ISSUE REACH	43538	8352	84.4	19.2	118	8915	78.4	20.5	110	18708	72.5	43.0	102	7487	53.7	17.2	75
TOP 50 ADI'S 4 ISSUE REACH	46608	8746	88.4	18.8	116	9589	84.3	20.6	110	19924	77.2	42.7	101	8170	58.6	17.5	77
TOP 100 MSA'S	53668	9523	100.0	17.7	100	10365	100.0	19.3	100	22448	100.0	41.8	100	11331	100.0	21.1	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	31923	6701	70.4	21.0	118	5969	57.6	18.7	97	13696	61.0	42.9	103	5556	49.0	17.4	82
TOP 100 MSA'S 2 ISSUE REACH	37199	7570	79.5	20.4	115	7124	68.7	19.2	99	15860	70.7	42.6	102	6583	58.1	17.7	84
TOP 100 MSA'S 5 ISSUE REACH	42344	8336	87.5	19.7	111	8249	79.6	19.5	101	17949	80.0	42.4	101	7668	67.7	18.1	86
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	36401	7530	79.1	20.7	117	7283	70.3	20.0	104	15649	69.7	43.0	103	5939	52.4	16.3	77
TOP 100 MSA'S 2 ISSUE REACH	40201	8068	84.7	20.1	113	8176	78.9	20.3	105	17170	76.5	42.7	102	6710	59.2	16.7	79
TOP 100 MSA'S 4 ISSUE REACH	43065	8447	88.7	19.6	111	8814	85.0	20.5	106	18307	81.6	42.5	102	7339	64.8	17.0	81
TOP 50 MSA'S	41791	7683	100.0	18.4	100	8260	100.0	19.8	100	17343	100.0	41.5	100	8505	100.0	20.4	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	24954	5351	69.6	21.4	117	4844	58.6	19.4	98	10729	61.9	43.0	104	4029	47.4	16.1	79
TOP 50 MSA'S 2 ISSUE REACH	28953	6011	78.2	20.8	113	5731	69.4	19.8	100	12367	71.3	42.7	103	4796	56.4	16.6	81
TOP 50 MSA'S 5 ISSUE REACH	32860	6608	86.0	20.1	109	6591	79.8	20.1	101	13941	80.4	42.4	102	5614	66.0	17.1	84
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	28924	6166	80.3	21.3	116	5876	71.1	20.3	103	12377	71.4	42.8	103	4505	53.0	15.6	77
TOP 50 MSA'S 2 ISSUE REACH	31807	6589	85.8	20.7	113	6584	79.7	20.7	105	13520	78.0	42.5	102	5069	59.6	15.9	78
TOP 50 MSA'S 4 ISSUE REACH	33965	6884	89.6	20.3	110	7085	85.8	20.9	106	14367	82.8	42.3	102	5529	65.0	16.3	80

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EMPLOYMENT STATUS/OCCUPATION

BASE: WOMEN	TOTAL U.S. '000	WORKING FULL TIME A '000	B % COV.	C % ACROSS	D INDEX	PART TIME A '000	B % COV.	C % ACROSS	D INDEX	NOT EMPLOYED A '000	B % COV.	C % ACROSS	D INDEX	PROFESSIONAL A '000	B % COV.	C % ACROSS	D INDEX
ALL WOMEN	91533	40464	100.0	44.2	100	8408	100.0	9.2	100	42661	100.0	46.6	100	7150	100.0	7.8	100
DAILY NEWSP.: TOTAL U.S. READ ANY (GROSS)	65052	29465	72.8	45.3	102	6744	80.2	10.4	113	28843	67.6	44.3	95	6229	87.1	9.6	123
1 ISSUE REACH	52987	23743	58.7	44.8	101	5306	63.1	10.0	109	23937	56.1	45.2	97	4928	68.9	9.3	119
2 ISSUE REACH	62502	27937	69.0	44.7	101	6153	73.2	9.8	107	28381	66.5	45.4	97	5615	78.5	9.0	115
5 ISSUE REACH	71836	32024	79.1	44.6	101	6948	82.6	9.7	105	32805	76.9	45.7	98	6224	87.0	8.7	111
SUNDAY NEWSP.: TOTAL U.S. READ ANY (GROSS)	64515	29783	73.6	46.2	104	6714	79.9	10.4	113	28018	65.7	43.4	93	6171	86.3	9.6	122
1 ISSUE REACH	56958	26358	65.1	46.3	105	5743	68.3	10.1	110	24856	58.3	43.6	94	5210	72.9	9.1	117
2 ISSUE REACH	63112	29204	72.2	46.3	105	6381	75.9	10.1	110	27508	64.5	43.6	94	5739	80.3	9.1	116
4 ISSUE REACH	67931	31388	77.6	46.2	105	6856	81.5	10.1	110	29631	69.5	43.6	94	6118	85.6	9.0	115
TOP 100 ADI'S	75705	34710	100.0	45.8	100	6687	100.0	8.8	100	34308	100.0	45.3	100	6006	100.0	7.9	100
DAILY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	44636	20585	59.3	46.1	101	4226	63.2	9.5	107	19825	57.8	44.4	98	4162	69.3	9.3	118
TOP 100 ADI'S 2 ISSUE REACH	52427	24096	69.4	46.0	100	4927	73.7	9.4	106	23364	68.1	44.6	98	4727	78.7	9.0	114
TOP 100 ADI'S 5 ISSUE REACH	60009	27511	79.3	45.8	100	5579	83.4	9.3	105	26842	78.2	44.7	99	5228	87.0	8.7	110
SUNDAY NEWSPAPERS:																	
TOP 100 ADI'S 1 ISSUE REACH	47989	23002	66.3	47.9	105	4548	68.0	9.5	107	20438	59.6	42.6	94	4393	73.1	9.2	115
TOP 100 ADI'S 2 ISSUE REACH	53123	25438	73.3	47.9	104	5056	75.6	9.5	108	22614	65.9	42.6	94	4817	80.2	9.1	114
TOP 100 ADI'S 4 ISSUE REACH	57116	27295	78.6	47.8	104	5435	81.3	9.5	108	24345	71.0	42.6	94	5123	85.3	9.0	113
TOP 50 ADI'S	61010	28526	100.0	46.8	100	5315	100.0	8.7	100	27169	100.0	44.5	100	5144	100.0	8.4	100
DAILY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	36547	17274	60.6	47.3	101	3304	62.2	9.0	104	15968	58.8	43.7	98	3555	69.1	9.7	115
TOP 50 ADI'S 2 ISSUE REACH	42422	19985	70.1	47.1	101	3829	72.0	9.0	104	18581	68.4	43.8	98	4021	78.2	9.5	112
TOP 50 ADI'S 5 ISSUE REACH	48147	22618	79.3	47.0	100	4328	81.4	9.0	103	21152	77.9	43.9	99	4440	86.3	9.2	109
SUNDAY NEWSPAPERS:																	
TOP 50 ADI'S 1 ISSUE REACH	39575	19116	67.0	48.3	103	3746	70.5	9.5	109	16713	61.5	42.2	95	3851	74.9	9.7	115
TOP 50 ADI'S 2 ISSUE REACH	43538	21043	73.8	48.3	103	4097	77.1	9.4	108	18377	67.6	42.2	95	4179	81.2	9.6	114
TOP 50 ADI'S 4 ISSUE REACH	46608	22511	78.9	48.3	103	4359	82.0	9.4	107	19693	72.5	42.3	95	4416	85.8	9.5	112
TOP 100 MSA'S	53668	26031	100.0	48.5	100	4935	100.0	9.2	100	22702	100.0	42.3	100	4874	100.0	9.1	100
DAILY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	31923	15561	59.8	48.7	100	3043	61.7	9.5	104	13319	58.7	41.7	99	3371	69.2	10.6	116
TOP 100 MSA'S 2 ISSUE REACH	37199	18109	69.6	48.7	100	3524	71.4	9.5	103	15535	68.4	41.8	99	3816	78.3	10.3	113
TOP 100 MSA'S 5 ISSUE REACH	42344	20589	79.1	48.6	100	3985	80.7	9.4	102	17713	78.0	41.8	99	4215	86.5	10.0	110
SUNDAY NEWSPAPERS:																	
TOP 100 MSA'S 1 ISSUE REACH	36401	18118	69.6	49.8	103	3605	73.0	9.9	108	14678	64.7	40.3	95	3687	75.6	10.1	112
TOP 100 MSA'S 2 ISSUE REACH	40201	20006	76.9	49.8	103	3989	80.8	9.9	108	16186	71.3	40.3	95	3965	81.4	9.9	109
TOP 100 MSA'S 4 ISSUE REACH	43065	21405	82.2	49.7	102	4261	86.3	9.9	108	17353	76.4	40.3	95	4168	85.5	9.7	107
TOP 50 MSA'S	41791	20733	100.0	49.6	100	3688	100.0	8.8	100	17369	100.0	41.6	100	3927	100.0	9.4	100
DAILY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	24954	12336	59.5	49.4	100	2292	62.1	9.2	104	10326	59.5	41.4	100	2684	68.3	10.8	114
TOP 50 MSA'S 2 ISSUE REACH	28953	14353	69.2	49.6	100	2648	71.8	9.1	104	11936	68.7	41.2	99	3053	77.7	10.5	112
TOP 50 MSA'S 5 ISSUE REACH	32860	16322	78.7	49.7	100	2988	81.0	9.1	103	13519	77.8	41.1	99	3384	86.2	10.3	110
SUNDAY NEWSPAPERS:																	
TOP 50 MSA'S 1 ISSUE REACH	28924	14547	70.2	50.3	101	2783	75.5	9.6	109	11594	66.8	40.1	96	2999	76.4	10.4	110
TOP 50 MSA'S 2 ISSUE REACH	31807	16008	77.2	50.3	101	3042	82.5	9.6	108	12720	73.2	40.0	96	3228	82.2	10.1	108
TOP 50 MSA'S 4 ISSUE REACH	33965	17090	82.4	50.3	101	3224	87.4	9.5	108	13583	78.2	40.0	96	3393	86.4	10.0	106

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